

【大阪発 越境EC】Italian Language Marketer (Unit Leader)

Job Information

Recruiter
United World Inc

Job ID
1591576

Industry
Internet, Web Services

Job Type
Permanent Full-time

Location
Osaka Prefecture

Salary
3.5 million yen ~ 4.5 million yen

Refreshed
November 24th, 2026 17:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
None

Other Language
Italian - Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

[Why they are hiring]
ZenMarket’s Italian version has been steadily growing, and we are looking for a Unit Leader with a track record of managing teams and setting achievable goals. You will oversee all marketing activities for the entire Italian market, promoting engagement and development.

Join our international team of over 30 digital marketers in Japan to front-run E-commerce campaigns to Italy and other Italian-speaking regions worldwide.

[Job description]
・PPC marketing (Google Ads, FB Ads, Reddit Ads, native paid channels)
・SNS marketing (IG, FB, X, Reddit and others)
・Influencer marketing (Sponsorship, Collaboration, Integration,etc.)
・Content Marketing (SEO, Organic Marketing,etc.)
・Email marketing (Mass & Niche Marketing)
・Data analysis (Google Analytics, Google Sheets, Looker Studio, etc.)

・Localization (Translate EN content in Italian)
・Project Management (experience setting KPIs and leading projects to improve the Italian market)

Required Skills

[Personality]
・Global Mindset & Adaptability: Open to diverse perspectives and able to work effectively in a multinational, international environment. This role requires the ability to embrace change and adjust quickly to new situations, different cultural norms, and unexpected business challenges.
・Strategic & Data-Driven Thinker: Able to make informed, high-impact decisions that are clearly supported by robust data analysis and precise visual analytics. This includes monitoring KPIs and translating metrics into actionable marketing strategies.
・Collaborative & Cross-Cultural Communicator: Works effectively with diverse teams and communicates clearly across varied cultures and professional backgrounds. This includes professionally managing a unit, respecting cultural differences, and being open to giving and receiving constructive feedback.
・Curious Problem-Solver with Resilience: Approaches new challenges with intellectual curiosity and strong persistence, viewing setbacks not as failures but as crucial learning opportunities. This mindset is key for overcoming obstacles and driving continuous improvement.
・Team Player & Can-Do Attitude: Actively values collaboration and provides support to colleagues to ensure the entire team achieves its shared objectives and goals. You must be positive, proactive, and ready to take on any challenge to overcome hurdles.
・Avid Learner & Professional Growth: We welcome applicants who are genuinely enthusiastic about acquiring new skills, keeping up with the latest industry trends, and continuously growing their expertise as advanced digital marketing professionals.

[Must Have Skills]
Native Italian
Business level English
Digital Marketing Experience (e.g. PPC, SEO, Influencer, SNS, Email etc.)
Management Experience (Experience managing team wide projects)

[Preferred Skills]
Corporate experience (1+ years)
Japanese language skills JLPT N3 or better
Web editing experience (HTML, CSS, copywriting, etc.)
Data analysis experience (PowerBI, Tableau, etc.)
Coding experience (Python, Javascript etc.)
Team Management Experience (+1 year)
Work experience in Japan

Company Description