



English language marketer (Unit Leader)

Job Information

Hiring Company

ZenGroup Inc.

Job ID

1601230

Division

ZenMarket Division, English Unit

Industry

Internet, Web Services

Job Type

Permanent Full-time

Location

Osaka Prefecture, Osaka-shi Chuo-ku

Train Description

Chuo Line, Sakaisuji Hommachi Station

Salary

4.5 million yen ~ 5.5 million yen

Work Hours

Standard working hours: 9:15 AM – 6:15 PM *Flextime available:

Holidays

5-day workweek (Saturday & Sunday off)

Refreshed

September 3rd, 2026 14:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Native

Minimum Japanese Level

None

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

«Job Description & Position Highlights»

- Oversee everything from planning and execution to team management for digital marketing strategies targeting English-speaking markets
- Drive the growth of our cross-border e-commerce business for users worldwide and take the lead from strategy development to delivering results

- Collaborate with a multinational team and contribute to the growth and development of the marketing organization, with a focus on data analysis
- Enjoy comprehensive benefits, including a flexible work schedule, 26 days of paid leave in the first year, and language training

【Job Responsibilities】

The English-language version of ZenMarket has grown significantly since its launch, serving customers from around the world who want to purchase products directly from Japanese Ecommerce marketplaces. As the global cross-border Ecommerce industry continues to expand, we see significant opportunities to further grow our English-speaking market. To support this growth, we are looking for an experienced English Market Team Leader to manage ongoing marketing projects, track and report performance, prioritize initiatives, and efficiently allocate tasks within a growing team. This role requires a leader who can drive projects forward, make data-driven decisions, and empower team members to achieve shared goals.

This is an opportunity to play a key role in expanding one of ZenMarket's largest markets while helping shape the future growth of our global marketing organization.

■Main Duties :

- PPC marketing (Google ads, Meta ads, etc.)
- Social media marketing (Instagram, Facebook, Tiktok, etc.)
- Influencer marketing (Sponsorship, Collaboration, Integration, etc.)
- Content Marketing (SEO, organic marketing, etc.)
- Email marketing (Mass and Niche Marketing)
- Data analysis (Generating reports and dashboards on Google Analytics, Google Sheets, Looker Studio, etc.)
- Supervise English localization tasks
- Project management skills, including KPI planning, performance tracking, campaign planning, and campaign execution

■Department :

ZenMarket Division, English Unit
(EN Unit leader= 1, EN Marketers= 3)

■Reason for hire :

Staff expansion

■About Us :

ZenGroup is an e-commerce company based in Osaka, Japan, with over 400 active employees across our headquarters and logistics centers. With a diverse workforce representing more than 34 nationalities, we support the international market in purchasing products from Japan and help Japanese companies sell their products overseas.

ZenGroup currently operates the following services:

- ZenMarket: A proxy-buying platform that enables international customers to shop in their own language on major Japanese e-commerce sites such as Mercari, Yahoo Auctions, Yahoo Shopping, and more.
- ZenPlus: An e-commerce marketplace that connects over 3,000 small to mid-sized Japanese businesses with international customers.
- ZenPromo: A promotional service that helps Japanese companies refine their international marketing strategies and build global brand awareness.
- ZenLink: An HTML tag-based service for Japanese e-commerce companies that enables their products to be purchased on ZenMarket, driving international web traffic to their stores.
- ZenStudio: A creative agency specializing in web design and video production, supporting businesses entering digital media or enhancing their e-commerce presence to meet modern trends.

Today, our platform has over 2 million registered users, is available in 19 languages, and serves customers in over 181 countries across six continents—delivering Japanese products to the world.

【Employment Type】

Permanent employee (full time)

*3 Month probationary period (salary same as below)

【Salary】

¥350,000 ~ Monthly (Based on previous experience and ability)

Estimated salary in year 1: 4.9 ~ 5.3 M JPY / Yearly

- Salary evaluation: Once a year
- Bonus: Twice a year (June and December)

【Working Hours】

Standard working hours: 9:15 AM – 6:15 PM (8 working hours / 1 hour break)

*Flextime available: Start work anytime between 7:00 AM - 10:00 PM, with up to 2 hours of break time per day.

*Standard working hours apply during the initial training period (approx. 2 months).

【Work Location】

Osaka Sakaisuji L Tower, 1 Chome-7-7 Kawaramachi, Chuo, Osaka, Osaka Prefecture, Japan

*Access: Osaka Metro Chuo Line Sakaisuji Honmachi Station 6 mins

*On-site

【Holidays & Leave】

- 5-day workweek (Saturday & Sunday off)
*Work is required on national holidays, excluding the New Year holiday.
- New Year holiday (4 days)
- Paid leave (26 days in year 1, increasing yearly)

*26 days of paid leave are provided from the first year, with the number increasing annually.

In 2025, the paid leave usage rate exceeded 80%.

- Congratulatory and condolence leave
- Maternity/paternity leave
- Child care leave
- Personal day leave

【Benefits & Welfare】

- Overtime (paid by minute)
- Managerial allowance
- Transportation allowance (up to ¥30,000/month)
- Complete social insurance (workers' compensation, employment, health, welfare pension)
- Business casual dress code (no suit required)
- Training system (job-specific, level-specific training)
- Japanese/English lessons
- In-house club activities (karaoke, day camp, etc.)
- Monthly company events
- Free tea and coffee

Required Skills

【Must-Have Skills】

- At least 1 year of proven leadership experience (team lead, project lead, or equivalent, team management)
- At least 3 years of experience in digital marketing
- Strong proficiency in data analysis (data management, analysis, reporting and planning)
- Hands-on experience managing paid advertising campaigns (Specifically Google Ads and Meta Ads)
- Native-English language proficiency skills (CEFR C1/C2, TOEFL score 95–120)

【Preferred Skills】

- Hands-on experience with Google Analytics (GA4) and Looker Studio
- Strong proficiency in Google Sheets
- Proficiency with setting up automations (Google App Script, Zapier, etc.)
- Able to read and navigate HTML code
- Able to work effectively in a fast-paced environment

【Personality】

- Data-Focused :
 - Possesses strong professional experience managing digital paid advertising (PPC) campaigns and making data-driven decisions based on performance metrics. Has a proven track record of analyzing data to identify growth opportunities, solve problems, and improve overall advertising performance.
- Adaptable & Culturally Aware :
 - Comfortable working in a multicultural environment and able to adapt communication styles to collaborate effectively with digital marketers from around the world.
- Proactive Attitude :
 - Self-motivated with a strong desire for professional growth while supporting the development of team members. We are looking for leaders who enjoy taking on new challenges, motivating others, and maintaining a positive mindset when facing obstacles. The ideal candidate is proactive, takes ownership of their work, and can drive initiatives with minimal supervision.
- Team-Oriented :
 - Strong communication and collaboration skills, with the ability to work closely with team members to achieve shared goals. Successful leaders at ZenGroup are open to both giving and receiving constructive feedback and actively contribute to the growth and development of their team.
- Positive Mindset :
 - We are looking for leaders who can maintain focus, stay positive, and keep their team motivated in a fast-paced environment, while remaining flexible and adapting quickly as priorities change.

【Regarding the Selection】

- Positions Available : 1
- Selection Process
 - ▽First interview – Hiring Team (45-60 mins, online or in-person)
 - *Logic test + Marketing test (Tests are excluded during online interviews)
 - ▽Second interview - Marketing team (45-60 mins, in-person required)
 - *Travel Reimbursement up to ¥27,000 available for applicants outside the Kansai region
 - *Logic Test + Marketing test (If not completed during the first interview)
 - ▽Third Interview – HR Planning Team (45-60 mins, online or in-person)
 - *Company culture test

Company Description