

【Remote, based in Japan】 Japanese Copywriter / 日本語コピーライター

Craft high-quality, engaging content

Job Information

Hiring Company
Translated Srl

Job ID
1606907

Industry
Interpretation, Translation

Job Type
Contract

Location
Japan

Salary
Negotiable, based on experience

Work Hours
Weekly hourly retainer: 10 hours/week.

Refreshed
November 23rd, 2026 02:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
Fluent Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

Japanese Copywriter / 日本語コピーライター

Overview
Translated is seeking a senior-level Japanese Copywriter to craft high-quality, engaging content for a leading global brand.

This strategic role requires proven creative agility, strong strategic thinking, and exceptional expertise in both transcreation and original copywriting to drive market impact in Japan. Weekly hourly retainer: 10 hours/week.

Key Responsibilities

- Master and consistently apply the brand’s tone of voice for the Japanese market to ensure cohesive, on-brand copy across all touchpoints.

- Lead the development of original and transcreated copy across key channels, including:

  -Social media campaign assets
  -Social post copy (Instagram, Facebook, YouTube, and other local platforms)
  -SEM content
  -Display ads
  -Product naming

- Collaborate closely with the in-country Localization Manager, Creative team, and Marketing team.
- Present creative concepts in live calls and facilitate productive discussions to refine and align on strategic direction.
- Ensure all creative outputs align with strategic objectives, audience insights, and brand voice guidelines.
- Attend VO sessions, guide talent during recording, and support the mixing process to ensure the final output reflects the intended creative direction and local market expectations.

Required Skills

Key Requirements
Creative & Strategic Excellence

- Proven ability to accurately interpret creative briefs and translate strategic objectives into compelling creative solutions.
- Ability to develop copywriting strategies grounded in research and insights, with a strong understanding of audience behavior and market context.
- Demonstrated flexibility in adapting tone and style based on feedback and evolving business needs.
- Track record of exploring multiple creative directions beyond the first idea.
- Ability to confidently present and articulate the rationale behind the copy during live calls with XFN stakeholders, providing clear and persuasive explanations for creative and linguistic choices.

Speed & Efficiency

- Highly responsive during working hours and comfortable operating in a fast-paced environment.
- Consistently meets tight deadlines without the need for repeated follow-ups.
- Efficient in producing multiple creative options without compromising quality.

Experience

- Extensive experience in transcreation and conceptual copywriting.
- Strong portfolio showcasing high-impact brand work.
- A presentation of the portfolio will be part of the interview process.
- Agency background required.
- Mid- to senior-level experience required, with 5+ years of professional copywriting experience.

Collaboration & Mindset

- Proactively contributes ideas and acts as a confident cross-functional partner in creative discussions, rather than relying solely on direction.
- Open to feedback and able to iterate thoughtfully and strategically, minimizing the need for rework from stakeholders.
- Strong alignment with established team processes and expectations.
- Takes full ownership of delivering complete, polished creative solutions.

Languages

- Native-level Japanese
- Excellent English (written and spoken)

Location

- Remote, based in Japan

Success in This Role

- Consistently delivers thoughtful, on-brief creative work.
- Demonstrates strong adaptability and integrates feedback effectively.
- Brings fresh ideas and multiple creative perspectives to every brief.

Company Description