French Language Marketer (Unit Leader)

Visa Sponsorship Available!

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1618374

Industry
Internet, Web Services

Job Type
Permanent Full-time

Location
Osaka Prefecture, Osaka-shi Chuo-ku

Train Description
Chuo Line, Sakaisuji Hommachi Station

Salary
3.5 million yen ~ 4.5 million yen

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

Holidays
5-day workweek (Saturday & Sunday off)

Refreshed
November 17th, 2026 10:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Daily Conversation Level

Other Language
French - Native Level

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

≪Job Overview & Key Highlights of the Position≫

- Oversee a wide range of digital marketing activities targeting French-speaking markets, from strategy development

and advertising campaign management to data analysis and team leadership.
- Lead market expansion for a cross-border e-commerce platform serving users in over 181 countries and regions, contributing directly to global business growth.
- Collaborate with a diverse team representing over 34 nationalities while broadening your global perspective and strengthening your expertise through the development of French-speaking markets.
- Enjoy a flexible working schedule with the option to choose your start time, along with 26 days of paid annual leave from the first year, supporting a healthy work-life balance.

【Responsibilities】
The French language version featured on our proxy-purchasing platform, ZenMarket, has been our third-largest user base for years. There is immense growth potential within this market, and we are looking for a digital marketing professional to help us take the next significant step in market expansion, leading digital marketing campaigns.

If you're eager to lead your French-speaking market unit in Japan and work in an international environment, we'd love to hear from you!

- PPC Marketing
- Content Creation and Strategy Development
- Influencer Marketing
- Data Analysis and Reporting
- Team Coordination
- Email Marketing
- Project Management

■Reason for hire：
Vacancy

■Department：
ZenMarket Division
ZenMarket French Unit (Marketers = 3)

■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 six services:

- ZenMarket
  A proxy-buying platform that enables international customers to shop intheir own language on major Japanese e-commerce sites such as Mercari, YahooAuctions, 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.
- ZenPop
  A monthly subscription box service offering curated stationery items that highlight Japanese kawaii culture and other cultural elements.
- 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.

【Contract Type】
Permanent employee (full time)

【Salary】
Estimated salary in year 1:3,600,000~4,480,000

300,000 - 320,000~Monthly (Based on previous experience and ability)

● Bonus: Twice a year (June and December)
● Salary evaluation: Once a year
● 3 Month probationary period (salary same as above)

【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

*On-site

Access:
Osaka Metro Chuo Line Sakaisuji Honmachi Station 6 mins

【Days Off & Vacation Leave】

- 5-day workweek (Saturday & Sunday off)
- 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 2024, the paid leave usage rate exceeded 80%.
- Congratulatory and condolence leave
- Maternity/paternity leave
- Child care leave
- Personal day leave
  *Work is required on national holidays, excluding the New Year holiday.

【Benefits】

- Overtime (paid by minute)
- Transportation allowance (Up to ¥30,000/month)
- Managerial allowance
- 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】

- Native French speaker.
- 3+ years of digital marketing experience (PPC, SEO, influencer marketing, social media marketing).
- Experience working in a corporate environment
- At least 1 year of team management experience
- Advanced English communication skills (business-level or above).

【Preferred Skills】

- Data analysis skills (Google Analytics, Google Sheets, Looker Studio, etc.)
- Professional marketing experience focused on French-speaking markets
- Additional marketing experience (content marketing, email marketing, etc.)
- Web editing experience (HTML, CSS, copywriting, etc.)
- Japanese language skills (JLPT N3 or higher)

【Personality】

- Excellent communication skills:
  The candidate should have strong written and verbal communication skills. Familiarity with the concept of reporting, informing, and consulting is essential, indicating an ability to effectively communicate within a team structure and adhere to Japanese business communication norms.
- Self-Motivated and Growth-Oriented:
  We are looking for someone who is proactive, eager to take on new challenges, and focused on personal and professional growth. The candidate should bring innovative ideas and a positive attitude to the department, enhancing the overall team dynamic.
- Cross-Cultural Communication Proficiency:
  The ability to professionally interact with individuals from diverse backgrounds and nationalities is crucial. This includes respecting cultural differences and effectively navigating multi-cultural business environments.
- Strong Analytical Skills:
  The candidate should be adept at working with data, analyzing various metrics, and identifying areas for improvement. This involves a thorough understanding of data analysis tools and the ability to translate data insights into actionable strategies.

【Selection Process】

- Positions Available:1

- Selection Process：
  First Interview - Hiring team (45-60 mins, online or in-person)
  *Logic test + marketing test (tests excluded for online interviews)
  ⇒
  Second interview - (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