French Marketer

Visa Sponsorship Available!

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1618376

Industry
Internet, Web Services

Job Type
Permanent Full-time

Location
Osaka Prefecture, Osaka-shi Chuo-ku

Train Description
Chuo Line Station

Salary
4 million yen ~ Negotiable, based on experience

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 1 year

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 Details & Key Attractions of the Position≫

- Manage PPC advertising campaigns targeting French-speaking markets, alongside social media and influencer

marketing, data analysis, and content localization.
- Maximize advertising performance for a cross-border e-commerce platform with over 3 million users, contributing to the expansion of French-speaking markets and overall business growth.
- Gain hands-on experience across advertising, social media, and influencer marketing while strengthening strategic planning skills and digital marketing expertise through data-driven decision-making.
- Benefit from a flexible working schedule with start times between 7:00 and 10:00, plus 26 days of paid annual leave from the first year.

【Responsibilities】
ZenGroup's cross-border e-commerce services connect over 3 million users worldwide, with French-speaking markets representing a key area of growth. As we expand our reach across
France and French-speaking regions, we are looking for a PPC-driven Digital Marketer to join our team, take ownership of campaigns, and drive performance marketing.

Join our international team of digital marketers in Osaka to front-run performance marketing
campaigns, optimize cross-border strategy, and accelerate our growth across French-speaking markets worldwide.

- PPC marketing (Naver Ads, Google Ads, FB Ads, Tiktok, Reddit Ads, and etc)
- SNS marketing (IG, FB, X, Reddit and etc)
- Influencer marketing (Sponsorship, Collaboration, Integration, etc.)
- Community Marketing (Telegram, FB group, Reddit, Discord)
- Content Marketing (SEO, Organic Marketing, etc.)
- Email Marketing (Mass and Niche Marketing)
- Data Analysis (Google Analytics, Google Sheets, Looker Studio, etc.)
- Localization (Translate EN content into French)

■Reason forhire：
Vacancy

■Department：
ZenMarket Marketing Division
ZenMarket FR Unit(FR Marketers = 1)

■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 five 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.

【Contract Type】
Permanent employee (full time)

【Salary】
1st year estimated salary: 4.2 million yen

Starting from ¥300,000, which can be adjusted based on experience~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 AM, 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 2025, 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】

- PPC Marketing Experience (1+ years)
- Data analysis experience
- Native French speaker
- Project Management (experience setting KPIs and leading projects)
- Influencer Management experience
- SNS marketing experience
- Localization experience (EN to FR or vice versa)

【Preferred Skills】

- Japanese language skills JLPT N3 or better
- Event Marketing
- Basic Design skills
- Advance Reporting and Analytical Skills (BigQuery, programming)
- Community Management
- Other SNS PPC experience

【Personality】

- Data-Focused
  Brings practical experience with PPC campaigns and naturally bases decisions on metrics.
  Enthusiastic about using data to identify opportunities, solve problems, and improve performance.
- Adaptable & Culturally Aware
  Comfortable working in a multicultural environment and able to adjust communication styles to collaborate effectively with digital marketers from around the world.
- Proactive Attitude
  Self-motivated to grow professionally and achieve goals.
  Enjoys taking on challenges, maintains a positive mindset when facing obstacles, and takes initiative without requiring constant supervision.
- Team-Oriented
  Values clear communication and collaboration to reach shared goals.
  Open to giving and receiving constructive feedback to support team growth.
- Can-Do Mindset
  Maintains focus and positivity in a fast-paced environment, with the flexibility to pivot quickly when priorities change
- Positive
  Maintains a solution-oriented mindset by focusing on practical actions and execution rather than the problem itself, actively contributing to resolving challenges.

【Selection Process】

- Positions Available:1

- Selection Process：
  First Interview (45~60mins) - Hiring Team
  *online or in-person

*Logic test + Marketing Test (Tests excluded for online interviews)
⇒
Second interview (45~60mins) - Marketing team
*in-person
*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 (45~60mins) - HR Planning Team *online or in-person
*Company culture test

Company Description