Marketing Data Analyst

Visa Sponsorship Available!

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1618410

Industry
Internet, Web Services

Job Type
Permanent Full-time

Location
Osaka Prefecture, Osaka-shi Chuo-ku

Train Description
Chuo Line 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 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
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≫

- Analyze website performance and user behavior using GA4 and BigQuery, while optimizing search functions, API integrations, and automated workflows
- Improve customer experience through data-driven insights and UX enhancements, contributing to the growth of a global cross-border e-commerce platform serving over 181 countries

- Leverage AI tools and automation technologies to streamline marketing operations while developing expertise across data analytics, technical systems, and user experience optimization
- Enjoy flexible start times between 7:00 AM and 10:00 AM, 26 days of paid annual leave from the first year, and salary reviews and bonuses as part of a supportive work environment

【Responsibilities】
ZenGroup's e-commerce platform is expanding rapidly, and with that growth comes an increasing demand for research-driven, user-focused improvements. Our project team has been working closely with the ZenMarket marketing team on a variety of initiatives to enhance the customer experience and support marketing efforts. To support our rapid expansion and optimize our platforms, we are looking for a highly analytical and tech-savvy Marketing Data Analyst to join our team.
As a Marketing Data Analyst, you will play a key role in analyzing website performance, understanding user behavior, and building bridges between technical data and user experience (UX). You will be heavily involved in optimizing website search functionalities, connecting APIs, managing data pipelines, and establishing streamlined automation workflows to accelerate the growth of our cross-border e-commerce business.
If you're comfortable working independently in a fast-paced environment and passionate about leveraging your data analysis, technical UX, and automation skills. We'd love to hear from you.

- Data Analysis & Reporting:
  Analyze website and search performance, and track user behaviors using GA4, BigQuery, spreadsheets, and internal systems.
- Search & Backend Architecture:
  Bridge the gap between backend data and UX. Understand store API connections, product display algorithms, and how website search functions can be optimized.
- Workflow Automation:
  Build and optimize streamlined operational workflows for the marketing department using AI tools and Zapier
- Tool & System Management:
  Manage and support marketing-adjacent tools, including access, plan adjustments, and assisting marketing teams with technical setups.
- UX/UI Quality Assurance:
  Conduct secondary UX/UI reviews, suggest product page features, and evaluate website elements.
- Competitive Intelligence & Research:
  Perform competitive analysis and user surveys (including setup and localization) to support marketing initiatives.

■Reason for hire：
Staff Expansion

■Department：
ZenMarket Division
ZenMarket Project Team (Project Team Leader = 1, Marketing Data Analyst = 2)

■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】
Estimated salary in year 1: 3.6~4.2M¥

300,000¥~ 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 (core hours: 10:00–12:00 and 14:00–16:00): Start work anytime between 7:00 AM - 10:00 AM
*8 hours of work required 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
*No remote/hybrid work available

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)
- 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】

- Data Analysis & Processing Experience 2+ years (Using SQL, BigQuery, and Google Analytics 4 for manipulating and analyzing data)
- Web & Search Architecture Understanding (Inspecting website elements, understanding API data connections, and managing search algorithms)
- Business-level English
- Japanese language proficiency (Native level or fluent foreign national with N1 level)

【Preferred Skills】

- Digital Marketing Knowledge 1+ year (Understanding digital marketing workflows, SEO, and AEO - Answer Engine Optimization)
- Experience with automation platforms (e.g., Zapier, AI workflows)
- Proficiency with Google Tag Manager (GTM) for creating tags and tracking events
- Familiarity with data visualization tools (e.g., Data Studio, Power BI)
- Experience with A/B testing platforms
- Proficiency in Python for data analysis and automation

【Personality】

- Sharp, Quick & Flexible:
  Candidates who are highly adaptive, quick to learn, and comfortable with rapid changes in tools and environments.
- Autonomous Worker:
  Candidates who possess a high degree of independence and control over their work, but are able to report and collaborate effectively within a team to share information.
- Multitasker:
  Candidates experienced with handling numerous ongoing projects and can manage their time effectively to meet deadlines.
- Out-of-the-Box Mindset:
  Candidates interested in sharing different approaches and new ideas for current workflows with their team, always looking for opportunities to make improvements.
- Detail-Oriented:
  Candidates with experience managing numerous projects and able to neatly organize outstanding tasks and due dates.
- Leadership:
  Individuals who can demonstrate leadership qualities to support team members and colleagues.
- Communication:

Candidates need to be able to confidently pitch proposals to various stakeholders and convey thoughts effectively.

【Selection Process】

- Positions Available:1
- Selection Process：
  First Interview - Hiring Team (45-60 mins, online or in-person)
  *Logic test (Logic test excluded for online interviews)
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  Second interview - (45-60 mins, in-person required)
  *Travel Reimbursement up to ¥27,000 available for applicants outside the Kansai region
  *Logic Test (If not completed during the first interview)
  *Targeted technical evaluation regarding APIs and data architecture
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  Third Interview - HR Planning Team (45-60 mins, online or in-person)
  *Company culture test

Company Description