Corporate Planning Office

Visa Sponsorship Available!

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1619085

Division
Corporate Planning Section / PR team

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 ~ 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
November 16th, 2026 00:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Daily Conversation Level

Minimum Japanese Level
Native Level

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

≪Job Description & Position Highlights≫

- Manage media outreach, secure interviews, and create press releases for a cross-border e-commerce company.

- Identify newsworthy topics and pitch stories to the media to increase corporate visibility.
- Work in a multicultural environment, leveraging PR experience to communicate the company's strengths.
- Enjoy 26 days of annual paid leave from the first year, flexible working hours, and language lessons.

【Job Responsibilities】
ZenGroup continues to grow by developing multiple businesses and services centered on cross border e-commerce. As the scale of our business and our connection with society expand, our Corporate Communications team is entering a new phase. In addition to promoting individual services and initiatives, we need to communicate consistently what kind of company ZenGroup is and the value we provide to society and the market, thereby strengthening corporate recognition and trust. Going forward, we aim to expand beyond issuing press releases by identifying newsworthy stories from business and market developments as well as data accumulated within the company. Through ongoing relationships with the media, we want to create more opportunities for people to discover ZenGroup from a variety of perspectives.
To further strengthen our corporate communications and media relations, we are looking for someone who can work closely with the Head of Corporate Communications and other team members to build relationships with new media contacts and journalists, identify newsworthy topics, develop story ideas, and secure media coverage.

< Main Duties >

1. Media Relations and New Media Outreach:

- Build and maintain media contact lists
- Pitch stories to trade publications and specialist media outlets
- Research and develop relationships with new journalists and editors
- Build and maintain ongoing relationships with journalists and editors
- Conduct targeted media outreach and propose story ideas in line with the company'scommunications strategy
- Conduct media outreach visits
- Secure, coordinate, and support media interviews

2. Identifying PR Topics and Newsworthy Stories:

- Interview internal departments and gather relevant information
- Identify newsworthy stories based on business developments and market trends
- Develop and propose PR themes using internal information, market data, and business data

3.PR Planning and Content Creation:

- Plan and write press releases for corporate and business communications
- Organize information and prepare materials required for media outreach
- Plan and execute PR initiatives in line with the company's communications strategy

4. Measuring and Improving Communications Activities:

- Track and analyze media coverage and PR results
- Collect feedback and responses from media contacts
- Recommend improvements to future initiatives and outreach based on the findings

5. Other Responsibilities:

- Manage corporate social media accounts and the corporate website
- Handle other operational tasks related to corporate communications

■Department：
Corporate Planning Section / PR team

■Reason for hire：
Vacancy

■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】

-Candidates with five years of experience or less: JPY 310,000–340,000 per month
-Candidates with five or more years of experience: JPY 350,000–380,000 per month
*Based on previous experience and ability

- 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 (No remote/hybrid work available)

【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】

- Experience pitching stories to trade publications, specialist media outlets, or similar media
- Experience independently identifying new journalists and editors and building ongoing relationships with them
- Practical experience providing information and proposing stories tailored to the interests of specific media outlets and journalists
- At least five years of experience in corporate or business communications
- Practical experience securing, coordinating, and supporting media interviews
- Experience planning and writing press releases

【Preferred Skills】

- Experience in corporate or business communications at a B2B company
- Communications experience related to e-commerce, logistics, international business, or similar fields
- Experience planning research-based or data-driven PR initiatives
- Experience managing social media platforms such as X and note, as well as owned media
- Practical experience in corporate branding
- Experience interviewing and coordinating with executives and business leaders
- Experience conducting communications activities in English or communicating with international audiences

【Personality】

- Able to proactively build relationships with the media:
  -Someone who can research new journalists and editors, initiate contact, and develop lasting professional relationships.
- Able to identify newsworthy stories from business and internal information:
  -Someone who can proactively uncover potential PR opportunities by interviewing internal stakeholders and gathering information.
- Able to view information from the perspective of the media and its audience:
  -Someone who considers not only what the company wants to communicate, but also what journalists and readers will find newsworthy, and can make proposals in line with the company’s communications strategy.
- Able to develop hypotheses and take initiatives through execution and review:
  -Someone who understands the direction set by the team leader, forms their own hypotheses, implements initiatives, and reviews the results.
- Team-oriented and flexible about their responsibilities:

-Someone who is not limited by their individual area of responsibility, expertise, or personal results, but can assess the needs of the wider team, proactively take on necessary work, and collaborate with the team leader, colleagues, and internal departments to achieve shared goals.

【Regarding the Selection】

- Positions Available：1
- Selection Process
  ▽First interview – Hiring Team (45-60 mins, online or in-person)
  *Logic test (Tests are excluded during 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 (If not completed during the first interview)
  ▽Third Interview – HR Planning Team (45-60 mins, online or in-person)
  *Company culture test

Company Description