



Italian Language Marketer – Unit Leader

募集職種

採用企業名

ZenGroup株式会社

求人ID

1569590

部署名

ZenMarket Marketing Team

業種

インターネット・Webサービス

会社の種類

大手企業 (300名を超える従業員数)

外国人の割合

外国人 多数

雇用形態

正社員

勤務地

大阪府

給与

350万円 ~ 経験考慮の上、応相談

勤務時間

Standard working hours: 9:15 AM – 6:15 PM *Flextime available

休日・休暇

5-day workweek (Saturday & Sunday off)

更新日

2026年01月26日 01:00

応募必要条件

職務経験

1年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

日常会話レベル

その他言語

イタリア語 - ネイティブ

最終学歴

高等学校卒

現在のビザ

日本での就労許可が必要です

募集要項

Italian Language Marketer – Unit Leader

Department: ZenMarket
Division: ZenMarket Marketing Team
Location: Osaka, Japan
Employment Type: Permanent Employee (Full-Time)
Positions Available: 1

About the Role

ZenMarket's Italian version has been steadily growing, and we are looking for an experienced **Italian Language Marketer – Unit Leader** to lead and expand our presence in the Italian market.

In this role, you will oversee all marketing activities for the Italian market, manage projects and KPIs, and drive user engagement and business growth. You will work closely with an international team of over 30 digital marketers based in Japan, leading e-commerce campaigns targeting Italy and other Italian-speaking regions worldwide.

Main Responsibilities

- **PPC Marketing:** Google Ads, Facebook Ads, Reddit Ads, and native paid channels
- **SNS Marketing:** Instagram, Facebook, X, Reddit, and other platforms
- **Influencer Marketing:** Sponsorships, collaborations, and integrations
- **Content Marketing:** SEO and organic marketing initiatives
- **Email Marketing:** Mass and niche campaigns
- **Data Analysis:** Google Analytics, Google Sheets, Looker Studio, etc.
- **Localization:** Translating and localizing English content into Italian
- **Project Management:** Setting KPIs and leading projects to grow the Italian market

About ZenGroup

ZenGroup is an e-commerce company based in Osaka, Japan, with over 400 employees across headquarters and logistics centers. Our diverse team represents more than 34 nationalities, supporting global customers in purchasing products from Japan and helping Japanese companies expand overseas.

Our Services:

- **ZenMarket:** Proxy-buying platform for major Japanese e-commerce sites
- **ZenPlus:** Marketplace connecting Japanese SMEs with international customers
- **ZenPromo:** International marketing and brand promotion service
- **ZenPop:** Monthly subscription box showcasing Japanese culture
- **ZenLink:** HTML-based solution enabling overseas purchases via ZenMarket
- **ZenStudio:** Creative agency specializing in web design and video production

Our platform serves over **3 million registered users**, is available in **19 languages**, and reaches customers in **181+ countries worldwide**.

スキル・資格

Must-Have Skills

- Native Italian
- Business-level English
- Proven experience in digital marketing (PPC, SEO, influencer marketing, SNS, email, etc.)
- Management experience, including leading team-wide projects

Preferred Skills

- Corporate work experience (1+ year)

- Japanese language ability (JLPT N3 or higher)
- Web editing experience (HTML, CSS, copywriting, etc.)
- Data analysis experience (Power BI, Tableau, etc.)
- Coding experience (Python, JavaScript, etc.)
- Team management experience (1+ year)
- Work experience in Japan

Ideal Candidate Profile

- **Global Mindset & Adaptability:** Comfortable working in a multicultural, international environment and able to adapt quickly to change.
- **Strategic & Data-Driven Thinker:** Makes informed decisions based on data, KPIs, and visual analytics.
- **Collaborative Cross-Cultural Communicator:** Effectively manages teams and communicates across cultures with professionalism and respect.
- **Curious Problem-Solver:** Approaches challenges with resilience, curiosity, and a continuous improvement mindset.
- **Team Player with a Can-Do Attitude:** Positive, proactive, and supportive of team success.
- **Avid Learner:** Motivated to develop new skills and stay current with digital marketing trends.

Position Details

- **Position Title:** Italian Language Marketer – Unit Leader (IT UL)
- **Team Structure:**
 - Italian Language Marketer (Unit Leader): 0
 - Italian Language Marketer: 1 (currently recruiting)

Working Hours

- **Standard Hours:** 9:15 AM – 6:15 PM (8 hours work / 1-hour break)
- **Flextime:**
 - Start between 7:00 AM – 10:00 AM
 - Up to 2 hours of break time per day
- Standard hours apply during the initial training period (approx. 2 months).

Work Location

Osaka Sakaisuji L Tower

1-7-7 Kawaramachi, Chuo-ku, Osaka, Japan

Access:

- 6-minute walk from Sakaisuji-Hommachi Station (Osaka Metro Chuo Line)
- On-site work required

Compensation

- **Monthly Salary:** ¥310,000+ (based on experience and ability)
- **Bonus:** Twice a year (June & December)
- **Salary Review:** Once per year
- **Probation Period:** 3 months (salary unchanged)

Allowances:

- Overtime pay (calculated by the minute)
- Transportation allowance (up to ¥30,000/month)
- Managerial allowance

Holidays & Leave

- 5-day workweek (Saturday & Sunday off)
- New Year holiday (4 days)
- Paid leave: 26 days in the first year (increases annually)
- Congratulatory & condolence leave
- Maternity/paternity leave
- Childcare leave
- Personal day leave

Work is required on national holidays, excluding the New Year holiday.

Benefits

- Full social insurance coverage
- Business casual dress code (no suit required)
- Job-specific and level-based training programs
- Japanese and English language lessons
- In-house club activities (karaoke, day camps, etc.)
- Monthly company events
- Free tea and coffee

Paid Leave Usage:

- 26 days provided from year one
- Paid leave usage rate exceeded 80% in 2024

Selection Process

1. **First Interview** Hiring Team (45–60 minutes | Online or In-person)
 - Logic test + marketing test (excluded for online interviews)
2. **Second Interview** Marketing Team (45–60 minutes | In-person required)
 - Logic test + marketing test (if not completed in the first interview)
 - Travel reimbursement up to ¥27,000 for candidates outside the Kansai region
3. **Third Interview** - HR Planning Team (45-60 mins, online or in person)
 - Company culture test