

Job Detail

Senior Level

Position Title	[Work globally with multinational staff! /Full remote available] PR work at a BtoB company in the AI translation industry
Company Name	Yaraku, Inc.
Activated / Updated	2024-02-07 / 2024-02-13
Job Type	Planning/Marketing/PR - Advertisement/Communication/PR Planning/Marketing/PR - Branding/Strategic Marketing Planning/Marketing/PR - Publicity/IR
Industry	Telecommunications/Information Services
Location	Asia Japan Tokyo
Job Description	<p>【Business Activities】 We will create press releases related to the AI automatic translation platform "YarakuZen" and conduct public relations activities to convey the atmosphere of Yaraku to the outside world.</p> <p>In the press release, we will focus on content related to the company's products, such as a survey of the attitudes of people who use automatic translation and the release of case studies when YarakuZen was introduced. In addition, we will focus on disseminating information other than products, summarizing the internal atmosphere and daily activities through PR, and strengthening corporate branding.</p> <p>Let's change the perception of the market through PR activities and work on disseminating information that leads to interest in YarakuZen!</p> <p>[Details] - Building relationships with the media and reporters • Requests for publication in the media, negotiations, interviews, and inquiries - Planning, creation, and dissemination of press releases for BtoB • PR planning and implementation on the website • Information dissemination and PR activities using SNS • Planning and implementation of exhibits at industry events • Appeal of Yaraku's global environment • Other tasks that occur within the team, such as webinar preparation and management, email distribution, etc.</p> <p>**Media used** • PRtimes, SNS</p> <p>We would like to be featured in major media, such as the Nikkei Shimbun and Yahoo News, to raise awareness of YarakuZen and contribute to the globalization of domestic companies.</p> <p>Regarding products, I can work closely with the Sales, Marketing, and Support teams, so I don't have any trouble finding information to disseminate. The working environment is flexible and global, so it is a workplace where it is very easy to do PR activities.</p> <p>In order to disseminate better information, we believe that it is important to communicate with the media and reporters, within the company, and with customers. Therefore, it is a perfect position for those who are good at communicating and love it.</p> <p>Let's work together to convey the charm of YarakuZen in Japan and the whole world!</p> <p>【Recruitment Background】 As part of our business expansion, we are looking for professionals to focus on advertising. Those who can set goals and think about and implement their own methods and measures to achieve them can play an active role. Those who want to convey the charm of Yaraku and YarakuZen and help customers globalize are welcome.</p> <p>【Assigned Department】 Marketing&PR Team</p>

	<p>We are implementing various measures such as PR, SEO, advertising, SNS, webinars, and email distribution. In addition to being in charge of marketing, you will be involved in PR work in cooperation with sales and support members.</p> <p>【Key points of work】 In an industry where there is a large demand for "AI translation", you can work while being on the cutting edge. In the field of AI, generative AI, such as ChatGPT, is being born one after another, and it is on the verge of transforming the way we work. There are also cases where AI translation tools are introduced as part of corporate DX, and you can play an active role in the hottest industries and hot fields right now.</p> <p>Put your skills to full use as a press release agent for cutting-edge services.</p>
Company Info	<p>[About us] In addition to automatic translation, we provide an AI translation platform "YarakuZen" that allows you to edit and share translations, place orders with translation companies, and more. "YarakuZen" is for those who want to quickly translate business emails and presentation materials, and is an easy-to-use tool even for those who are not familiar with translation.</p> <p>Based on the idea of "making global communication more fun," we have created a translation tool that anyone can easily use with our global colleagues. About 70% of the company is made up of foreigners, and most of the meetings and communication are conducted in English. The work system is fully remote, so there is a high degree of freedom, but each person is responsible for their own work and works on it.</p> <p>We don't just follow sales and figures, but we also value the process of measures and the thoughts we put into them. That's why I don't fear making mistakes, I have discretion in what I want to do, and I push forward toward my goal. If you have any questions or problems, you can consult with members of the team as well as other teams to receive friendly advice. Because I work fully remotely, I value the communication that occurs in my work.</p> <p>Once every three months, we gather offline to review the quarter and have a social gathering. At the social gathering, many members look forward to seeing a side of their colleagues outside of their work, and talking about work and daily life.</p> <p>[Company culture/office atmosphere] - Staff from all over the world Since our founding, we have worked with staff from all over the world. We welcome anyone from the United States, Argentina, England, India, Ukraine, Australia, Taiwan, Gambia, Sweden, Thailand, Brazil, South Africa, etc., who share the mission of "enjoying global communication," regardless of their country of origin. are practicing</p> <p>- Staff with diverse backgrounds Our staff members come from a variety of backgrounds, including not only their countries of origin but also mothers and fathers raising children, students studying translation, staff working side jobs, researchers at other institutions, and from various stages of life. We work together and take advantage of each other. Whether you are a staff member with a long career, a staff member with a blank slate, or a staff member with little experience, we enjoy learning from each other and growing while respecting each other's strengths in a flat relationship.</p> <p>- We value work-life balance In order to be able to spend as much time as possible with family and loved ones and to ensure that commuting does not limit where you live, we have decided to continue full remote work even after the coronavirus subsides. In addition, we offer a workplace where it is easy for those raising children to balance work and private life, such as adjusting work schedules and taking time to pick up children during working hours so that they can build their careers while raising children. It has become an environment.</p> <p>[Measures to prevent passive smoking] No smoking indoors (smoking room available)</p>
Working Hours	<p>Flextime system Core time: 10:00-16:00</p>
	<p>【Prerequisite】 The following experience is required -PR experience in BtoB services - Building media relations - Press release writing - Social media management - Event planning and execution - Copywriting in advertising and web content in Japanese - Basic marketing knowledge</p>

Qualifications	<ul style="list-style-type: none"> - Speech writing in Japanese - Native-level or bilingual level Japanese skills (JLPT N1 or higher: Reading and listening fluency is also required) - English skills at business level <p>[Welcome requirements]</p> <ul style="list-style-type: none"> - Experience working at a startup - Experience in PR at a business company - Experience in member management - Experience in planning and managing events such as seminars <p>[We're looking for someone like this!]</p> <ul style="list-style-type: none"> • I like online communication • I like writing articles • I like the quantitative analysis. • Attracted to life and society with "diversity" • I want to spend my one-time life in a fun and challenging way • I like to talk with people who have different ideas and environments from my own • Do new things • Excited to go to new places
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Fluent(JLPT Level 1 or N1)
Salary	JPY - Japanese Yen JPY 4000K - JPY 8000K
Salary Description	<p>Junior level annual income: 4 million to 5 million yen Senior level annual income: 5.1 million to 7 million yen</p> <p>Fixed overtime allowance paid (equivalent to 15 hours per month) A one-time remote work lump-sum allowance of 20,000 yen will be provided upon joining the company. Remote work allowance available Fully equipped with social insurance (health insurance, welfare pension, employment insurance, workers' compensation) Full transportation allowance (up to 2,000 yen per day) Foreign language acquisition support (up to 4,000 yen per month) Salary increase available (once a year) Stock option system available</p>
Holiday Description	<p>Five-Day Workweek Winter Holidays Paid Holidays Congratulatory or Condolence Leave Child-care Leave Sick Leave</p>
Job Contract Period	Full-time employment (with trial period: 3 months after starting work)
Nearest Station	<p>5 minutes walk from JR Shinjuku Station New South Exit 5 minutes walk from JR Yoyogi Station East Exit</p>