

Job Detail

Staff Level

Position Title	Cross-border Marketing and Production Director (Taiwan Market)
Company Name	ENGAWA株式会社
Activated / Updated	2024-05-08 / 2024-05-08
Job Type	Creative (Media Related) - Producer/Director Creative (Media Related) - Producer/Planner Creative(Internet Related) - Web Designer/Contents Planning & Editing
Industry	Publishing/Advertising/Printing/Broadcasting
Location	Asia Japan Tokyo
Job Description	<p>■We are looking for a "production director" to plan and produce cross-border promotions for Taiwan</p> <p>※Recruitment for the Chinese market has ended</p> <p>▼The charm of Japan → Spreading information overseas! Jobs at the Cross-Border Marketing Headquarters</p> <p>At the Cross-Border Marketing Headquarters, we support the overseas marketing of our clients' brands and services through multilingual/cross-border communication media such as foreign language SNS and YouTube, as well as foreign influencers.</p> <ul style="list-style-type: none"> • Foreign KOL (Key Opinion Leader) Leader/influencer • English media "Tokyo Weekender" business • Foreigner membership in Japan • Foreign language SNS marketing support (magazines, web media, offline as well) <p>As an example, we will cast appropriate influencers after understanding the needs and culture of the target country based on the client's requests, and plan and produce content that local people will find attractive. We will propose a wide range of promotion plans, both online and offline, such as SNS management agency projects and events for our clients.</p> <p>●We provide promotion support services to a wide range of markets, including Europe, America, China, East Asia, and Southeast Asia. Our strength is that we provide truly global solutions that are not limited to a specific region.</p> <p>●We also have an English-language media business (Tokyo Weekender) with a history of over 50 years, which is also one of our solutions.</p> <p>●We have strengths in both China and English. We have many multilingual projects, including bidding and direct requests, and have achieved a steady increase in performance even during the COVID-19 period.</p> <p>●We also have many collaborative projects with AnyMind Group's overseas bases, which are strong in solutions such as digital marketing. This is an environment where you can make use of your international experience, such as jointly proposing Japanese and overseas measures for multinational companies.</p> <p>▼We are looking for a "production director" to plan and produce cross-border promotions for Taiwan!</p> <p>When disseminating information via social media to overseas users, it is not enough to simply translate the language of the target country, but it is necessary to post text, photos, and videos that local target users find attractive in accordance with the culture of that country to appeal to their appeal. In order to "create content in the local language and perspective" about the charms and information of Japan, you will manage the entire project process from market information gathering, marketing analysis, policy planning, planning proposals, assignment of the most suitable influencer to realize the plan, and creative.</p> <p>Job content</p> <ul style="list-style-type: none"> - Gathering information on the Taiwanese market - Planning and proposal of SNS content ideas and influencer measures based on

	<p>researched information</p> <ul style="list-style-type: none"> - Casting, assignment, and direction of foreign influencers in the Taiwanese market - Progress management of production projects, schedule management, budget management, client correspondence - Shooting and editing of images/videos - Data collection and report creation - Work related to SNS management such as advertising and campaigns <p>● This time, we are looking for someone who can be in charge of promotions especially for the Taiwanese market.</p> <p>In addition to knowledge of Taiwanese digital marketing and market analysis skills, project lead skills in Chinese are required. In addition, since the customers are mainly major Japanese business companies/local governments and government agencies, planning and proposal skills in Japanese are also required.</p> <p>-----</p> <p>[Work location] Roppongi Hills Headquarters [Work style] Discretionary work system (specialized work type)</p>
Company Info	<p>◆Attractiveness of the company: ENGAWA publishes and operates Tokyo Weekender, Japan's oldest English-language media outlet, promotes business using foreign influencers, and runs the AWARD program "Omotenashi Selection," which spreads good Japanese products to the world. In January 2021, we will become a group subsidiary of AnyMind, a digital solutions company that operates multifaceted businesses such as influencer marketing and D2C support in 19 locations in 13 markets around the world. We will further strengthen overseas marketing for companies and local governments, dissemination of the Japan brand, and product sales support through group synergies.</p> <p>[Cross Border Marketing Headquarters] This is a department that promotes cross-border marketing business x English media (Tokyo Weekender) business. We are developing a promotion support business for a wide range of markets, including Europe and America, Greater China, East Asia, and Southeast Asia. Our strength is that we provide solutions that are global in the true sense of the word, rather than providing support limited to a specific region.</p> <p>*Countermeasures against passive smoking: There are areas where smoking is allowed indoors.</p>
Working Hours	<p>■Working hours: Professional discretionary work system (deemed working hours: 8 hours per day)</p>
Qualifications	<p>[Essential experience]</p> <ul style="list-style-type: none"> ◎Advanced level Chinese language skills ◎Project planning and production direction experience (digital, such as SNS) ◎Experience managing the progress of productions (creative, such as photography, images, videos, etc.) ◎Knowledge of the Taiwanese market, market analysis skills ◎Experience in planning proposals in Japanese ◎Able to work at the Roppongi head office <p>[Desired skills]</p> <ul style="list-style-type: none"> • Local business experience in Taiwan • Knowledge of various SNS platforms used in Taiwan • Knowledge and operational experience of digital marketing in Taiwan • Experience planning SNS strategies (current situation analysis, KPI setting, etc.) • Basic image and video editing skills • Experience directing SNS live streaming • Experience leading a team
Japanese Level	Fluent(JLPT Level 1 or N1)
Chinese Level	Native Level
Salary	JPY - Japanese Yen JPY 4000K - JPY 6000K
	<p>[Salary and Benefits]</p> <p>■Expected annual salary: 4 million to 6 million yen *Salary will be determined based on experience and skills</p> <p>Monthly salary system Monthly salary: 333,334 yen to 500,000 yen</p> <p>*Monthly salary includes 45 hours of overtime work allowance and 40 hours of night work allowance</p>

Salary Description	<p>(In the case of a monthly salary of 333,334 yen, the breakdown is basic salary 235,534 yen, overtime work allowance 83,000 yen, night work allowance 14,800 yen)</p> <p>■ Trial period: Yes (3 months)</p> <p>Working conditions during the trial period: 90% of monthly salary</p> <p>*Breakdown of monthly salary during trial period</p> <p>《Only during trial period》 In the case of a monthly salary of 300,001 yen, the breakdown is basic salary 211,981 yen, overtime work allowance 74,700 yen, night work allowance 13,320 yen Yen</p> <p>Fixed overtime pay: 45 hours/month</p> <p>Late-night work allowance: 40 hours/month</p> <p>If the equivalent hours are exceeded, separate payment will be made</p> <p>■ Salary revision: twice a year</p> <p>■ Commuting allowance: paid according to company regulations</p> <p>■ Social insurance provided</p> <p>■ Employment type: Full-time employee (no fixed term)</p> <p>■ Working hours: Professional discretionary work system (deemed working hours: 8 hours per day)</p> <p>■ Overtime/Yes Fixed overtime pay system for 45 hours *Excessive hours paid Late-night work allowance is included as a system, but in principle, we manage the company so that there is no late-night overtime.</p> <p>■ Holidays and holidays: Saturdays, Sundays, holidays, New Year's holidays, paid holidays (granted 6 months after joining the company, according to regulations)</p> <p>■ Work location: 20F/31F Roppongi Hills Mori Tower, 6-10-1 Roppongi, Minato-ku, Tokyo</p> <p>※ Work at the Roppongi headquarters. This is not a fully remote system, so we are looking forward to receiving applications from people who can work in Tokyo.</p> <p>■ Passive smoking prevention measures: Indoor smoking areas available</p> <p>-----</p> <p>In accordance with the amendments to the Labor Standards Act and other laws effective April 1, 2024, we will clearly indicate the scope of changes.</p> <p>i. Scope of changes in work to be performed *Clearance of legally required scope of changes (work content): General business of our company and AnyMind Group companies</p> <p>ii. Scope of changes in work location *Clearance of legally required scope of changes (work location): Our Tokyo office and each base of the AnyMind Group, and other locations designated by the company</p>
Holiday Description	<p>■ Holidays: Saturdays, Sundays, holidays, year-end and New Year holidays, paid vacation (granted according to regulations after 6 months of joining the company)</p>
Job Contract Period	<p>■ Employment type: Full-time employee (no fixed period)</p>
Nearest Station	<p>3 minutes walk from Exit 1C of Roppongi Station on the Tokyo Metro Hibiya Line 6 minutes walk from Exit 3 of Roppongi Station on the Toei Oedo Line</p>