

# Digital Marketing Assistant

Role at a Glance · Fixed-Hours Contract

●4–5 days/week · 8–9 hrs/day ●HQ Based · Tokyo ●No Visa Sponsorship ●Reports to Brand & Digital Manager

## WHAT YOU'LL DO DAY-TO-DAY

- ▶ Plan and post content across Instagram, TikTok, and other SNS platforms
- ▶ Write captions, draft content calendars, and organize photo/video assets
- ▶ Monitor comments, DMs, and community engagement daily
- ▶ Design promotional materials — posters, menus, campaign visuals
- ▶ Update website content and EC listings (Amazon, Rakuten)
- ▶ Manage in-store digital screens (Yodeck) and visual displays
- ▶ Support ad campaigns, basic performance tracking, and PR materials
- ▶ Help produce internal content — training videos and brand assets

## TOOLS YOU'LL USE

Instagram / TikTok

Canva / Adobe Suite

Content Calendar Tools

Yodeck (In-store)

Amazon / Rakuten EC

CMS / Website Editor

AI Tools (ChatGPT etc.)

Analytics / Ads

Google Drive / Sheets

Slack / Notion

## WHAT WE NEED FROM YOU

- ▶ **Fluent English** — written and verbal, always clear and on-brand
- ▶ **Design sensibility** — you know what looks good and what doesn't
- ▶ **Organized and detail-oriented** — nothing slips through the cracks
- ▶ **Proactive mindset** — you bring ideas, not just completed tasks
- ▶ **SNS-native** — you understand how content performs, not just how it looks
- ▶ **Comfortable with AI tools** — you use them to move faster, not as a crutch
- ▶ **Team player** — works independently but communicates well under direction

## WHO THRIVES AT FALAFEL BROTHERS

### Culturally curious

Comfortable in an international, multilingual environment — and energized by it.



### Moves fast, stays sharp

Campaigns change, timelines shift — you adapt without dropping quality.



### Proud of the product

You genuinely care about what we serve — food, culture, and how we show up.

### Detail-obsessed creator

Alignment, tone, caption quality — the small things matter to you.

Falafel Brothers HQ · Tokyo, Japan

Daily food allowance · Transportation support · Room to grow

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