

Discover How to Apply for Rakuten Jobs Online - Land Flexible Roles in Global E-Commerce

Rakuten's application form asks about **cultural fit** and **language ability** before it ever looks at your resume. That single screen knocks out candidates who expected a standard upload-and-wait process.

Most job seekers treat the Rakuten careers portal like any other corporate site. They miss that each listing contains specific clues about team structure, project direction, and preferred backgrounds buried inside the description text.

This guide is for the career changer: someone leaving a non-tech field and aiming at Rakuten's ecommerce, marketing, or project management roles without a computer science degree to lean on.

The Cultural Fit Screen That Catches People Off Guard

Rakuten's online application form does something unusual for a company of its size. After the standard resume upload, the form drops into **targeted questions about motivation, cultural alignment, and language proficiency**. These are not optional fields. They carry weight in the screening.

The questions are specific. One field might ask why Rakuten's business model interests the candidate. Another might probe cross-cultural communication experience.

A third could ask about comfort working across time zones. Candidates who paste generic cover letter language into these boxes get filtered fast.



Rakuten's English-First Policy Changes Everything

Rakuten implemented a company-wide English mandate years ago, and it still shapes every hiring decision.

Even roles based in Tokyo or regional offices require **professional-level English proficiency**. This trips up candidates who assume language requirements only apply to customer-facing positions.

The language screening shows up in different forms depending on the role. Some positions include a written English assessment. Others test it during the video interview stage. Either way, the expectation is consistent across divisions.

How the Motivation Questions Differ from Other Companies

A generic “I want to work at a global company” answer will not pass Rakuten’s screening. The motivation fields on the application form are designed to test whether the candidate has researched the specific role and team.

I would recommend spending time on [Rakuten's careers portal](#) reading full job descriptions before filling in the form. Descriptions often mention upcoming

projects, preferred technical backgrounds, and team composition details that most applicants gloss over.

Pulling these specifics into the motivation field signals a level of preparation that generic answers cannot match.

Rakuten Job Application Steps: What Happens After the Form

The process after submitting the form varies by role, but a pattern holds across most divisions. Knowing the sequence removes a lot of the anxiety around wait times and unexpected requests.

Assessment Tests for Technical and Business Roles

Positions in IT, data analysis, and business development often include an **online aptitude test** after the initial form review. These tests are timed. They cover problem-solving, logic, and sometimes communications scenarios.

The test stage is where many qualified candidates drop out. Timed assessments feel different from interviews, and the format surprises people who prepared only for conversational questions.

Practicing timed logic problems before applying is a small investment that pays off during this step.

Video and Phone Interview Rounds

Candidates who pass the assessment move to **remote interviews**. Sometimes this is a live video call with a recruiter. Other times, Rakuten sends a recorded video assignment where the candidate responds to prompts on camera without a live interviewer present.

The recorded format is the one that throws people. Speaking to a camera with no feedback feels unnatural, and most candidates rush through it.

Treating the recorded assignment like a live conversation, pausing between

answers, maintaining a steady pace, tends to produce better results than trying to deliver a polished monologue.

Timeline Expectations

The full process can stretch across several weeks. Role complexity, number of interview rounds, and assessment requirements all affect the timeline. Global tech companies tend to move slower than candidates expect, and Rakuten is no exception.

Rakuten Job Types and Roles Available Online

The range of positions listed on Rakuten's portal goes well beyond software engineering. This is where career changers have more room than they realize.

Common roles posted on the careers portal include:

- **Software Engineer:** digital platforms, infrastructure, cloud services
- **Project Manager:** cross-functional coordination, often spanning multiple countries
- **Customer Support Specialist:** query handling, sometimes requiring bilingual or trilingual fluency
- **Data Analyst:** turning raw datasets into reporting and business recommendations
- **Marketing Associate:** digital campaign management, content strategy, analytics
- **UX/UI Designer:** product usability and customer experience improvements

Less predictable openings appear periodically too. Linguists, localization specialists, and regional content managers pop up on the portal without much external advertising. Checking the site weekly catches these before they close.

Rakuten Job Requirements: Degrees,

Languages, and Soft Skills

Requirements shift by role and region. No single checklist covers every listing. But recurring themes appear across most postings, and understanding them saves time during the application.

Requirement	Technical Roles	Non-Technical Roles
Education	CS/IT degree or equivalent experience	Relevant degree or demonstrated experience
English Proficiency	Professional level, tested	Professional level, tested
Additional Languages	Depends on team location	Japanese, German, French, or Korean add weight
Certifications	Programming, data, or IT certs expected	Not typically required
Soft Skills	Cross-team collaboration	Adaptability and cross-cultural communication

The takeaway: **English proficiency is non-negotiable across every role**, and soft skills carry more weight at Rakuten than at most comparable companies.

Why Soft Skills Get Underestimated in Rakuten Applications

I think the standard advice to load a Rakuten application with technical certifications misses the mark for non-engineering roles. Rakuten's hybrid structure, where regional offices operate semi-independently within a global framework, puts heavy demand on **adaptability and cross-cultural communication**.

A project manager who can coordinate between a Tokyo headquarters team and a European satellite office has a harder-to-replace skill set than someone with one more certification on their resume.

This matters for career changers especially. People coming from client-facing industries like consulting, hospitality, or education often have cross-cultural communication skills that direct-from-university applicants lack. Framing that experience correctly on the application form can close the gap left by a missing

CS degree.

Preparing a Rakuten Application That Gets Read

Submitting a polished resume is table stakes. The difference between applications that move forward and those that stall usually comes down to preparation details outside the resume itself.

Tailor the Resume to Each Specific Listing

Rakuten posts dozens of roles at any given time. Sending the same resume to three different listings is a mistake that recruiters catch immediately. Each listing contains language about preferred skills and team needs.

Matching that language in the resume, without copying it verbatim, signals that the candidate read the description carefully.

Build a LinkedIn Profile That Matches the Application

Rakuten recruiters review **LinkedIn profiles** during the screening process.

A profile that contradicts the application, different job dates, missing roles, or an outdated headline, creates doubt. Consistency between the two documents matters more than perfection on either one.

A quick check to run: does the LinkedIn summary mention the same skills and industries as the application? If not, update it before submitting. The 15 minutes spent aligning both profiles removes a common reason applications stall at the recruiter review stage.

Check for Less Obvious Openings

The [Rakuten careers website](#) lists roles that external job boards sometimes miss. Localization, linguistics, and regional content positions tend to appear only on the company portal. Candidates who rely solely on third-party job sites miss these entirely.

I would skip external job boards for Rakuten applications altogether. Listings on third-party sites are often delayed, sometimes showing roles that have already closed on the company portal.

The direct site also gives access to the full job description, including team details and project context that aggregator sites strip out.

Questions People Ask About Rakuten Jobs

These come up regularly among candidates preparing their first Rakuten application.

- **Q: Can people outside Japan apply for Rakuten jobs?**

Absolutely, as long as the listing specifies international eligibility or the applicant holds appropriate work authorization. Each posting states its location and eligibility requirements clearly, so check those before investing time in the application.

- **Q: How long does the Rakuten hiring process take?**

Expect several weeks from application to offer. Roles requiring multiple assessment rounds or cross-regional coordination tend to take longer. Patience during the wait is normal for companies operating at this scale.

- **Q: Does Rakuten offer remote positions?**

Some divisions do, and remote listings have been growing. But availability depends on the business unit and regulatory requirements. Office-based roles remain common for positions involving sensitive data or compliance functions.

- **Q: Do I need to speak Japanese to work at Rakuten?**

Not for every role. English is the company-wide business language. Japanese, German, French, or Korean proficiency adds weight for localized teams, but plenty of roles list English as the only language requirement.

- **Q: Are Rakuten contracts always full-time permanent?**

No. Contract types range from permanent full-time to fixed-term project-based engagements. Each listing describes the contract structure, so read the details before assuming permanence.

Conclusion

Rakuten's application process rewards preparation more than credentials, and career changers who understand that distinction have a real advantage.

The cultural fit questions, English screening, and role-specific motivation fields separate thoughtful applications from rushed ones.

Spending an extra hour on the company careers portal, reading full descriptions and aligning every document, changes the odds more than adding another line to a resume. The roles are there, and the process is clear once the hidden friction points stop being hidden.