



PR Specialist / PRスペシャリスト

Marketing Advertising Company

Job Information

Recruiter

Ahead Japan

Hiring Company

Marketing Advertising Company

Job ID

1059336

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Chiba Prefecture

Salary

6 million yen ~ 8 million yen

Refreshed

April 11th, 2025 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Media Relations & Outreach

- Develop and maintain relationships with journalists, editors, and industry influencers.
- Secure media coverage in top-tier business, trade, and industry publications.
- Write and pitch press releases, op-eds, and contributed articles to relevant media outlets.
- Monitor media trends and identify PR opportunities for clients.

Content Creation & Thought Leadership

- Craft compelling messaging, press releases, and media materials tailored to client industries.
- Work with clients to develop thought leadership content such as articles, whitepapers, and speaking opportunities.
- Ensure all PR content aligns with brand messaging and business objectives.

Campaign Execution & Reporting

- Plan and execute PR campaigns that drive brand awareness and credibility.
- Track media coverage, analyze PR performance, and provide reports with key insights.
- Stay updated on industry trends and competitor activity to inform PR strategies.

Required Skills

- Strong media network with established contacts and ability to secure press coverage.
- Excellent verbal and written communication skills in both Japanese and English.
- Ability to work on multiple accounts and manage deadlines.
- Experience with PR tools such as Meltwater, Cision, or similar platforms.
- Proactive mindset with strong problem-solving skills.
- Strong understanding of Japan's media landscape and experience with local media relations.
- Creative thinker with a strategic mindset and strong attention to detail.
- Experience with crisis communications is a plus.

Company Description

Think Ahead. Move Ahead.

We know that who you work with matters.

Think of Ahead - think of your future.

Ahead Japan is an executive search firm changing recruitment in Japan and the APAC region. Headquartered in Tokyo, we assist SMEs and multinational corporations in their hiring needs with our extensive network of bilingual professionals. Ahead specializes in function-based recruiting in the areas of IT, Marketing, Finance & Accounting, and Office Administration.

Here at Ahead, we know that who you work with matters. We help you think positively and move forward. For our clients, we are dedicated to helping you build a strong workforce and assure you we'll find the best candidate for the job. For our candidates, we are focused on supporting your ambitions and placing you in a position that reflects them. So whether you are a client or a candidate, when you think of Ahead, think of your future.

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