

PR Specialist

PR Specialist - Major Luxury Brand

Job Information

Recruiter

Michael Page

Job ID

1485691

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 7 million yen

Refreshed

July 8th, 2024 10:12

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Define and build a strong PR strategy to elevate brand awareness and image for the Japanese market. Work effectively with other departments and HQ for smooth executions.

Client Details

A major European luxury cosmetic brand with retail space across Japan and the world. The brand specializes in make-up, fragrances, and skincare products. It's under a larger parent group and allows employees for future growth in the company's other major brands.

Description

- Plan PR strategy to obtain more brand awareness and reach within Japan.
- Plan and execute PR / KOL events.
- Develop a strong relationship with press members.
- Work closely with local and HQ PR team members to maximize synergy.

Job Offer

- Growth opportunities within the company, including parent company's other major brands.
- Hybrid/Flex time possibility.
- Opportunity to work in central Tokyo in an international work environment.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

Required Skills

- Minimum 3 years experience in either brand PR division or PR agency.
 - Strong knowledge of PR / KOL.
 - Cosmetic/Luxury industry background not required, but preferred.
 - Experience with team management is a plus.
 - Fluent Japanese and business level English.
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Company Description

A major European luxury cosmetic brand with retail space across Japan and the world. The brand specializes in make-up, fragrances, and skincare products. It's under a larger parent group and allows employees for future growth in the company's other major brands.