

BURBERRY

Public Relations Specialist

ラグジュアリー/アパレル業界での経験のある方

Job Information

Hiring Company

[Burberry Japan K.K.](#)

Job ID

1489875

Industry

Apparel, Fashion

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chuo-ku

Salary

4 million yen ~ 6 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Work Hours

9:30~18:00 (フレックス制度あり)

Refreshed

August 8th, 2024 10:21

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

JOB PURPOSE

This position will be responsible for developing, establishing, and executing PR and Communication strategy by following the direction and plan from MarCom Director for Burberry in coordination with global strategy

RESPONSIBILITIES

- Develop and maintain media relationships with key press contacts in related category to secure the notable space on the print, online and others
 - Develop and maintain relationships with VIPs/influencers to create the brand visibility, desirability
 - Plan and execute partnership contents with media to increase brand visibility and desirability to products
 - Write press release to promote brand and collections
 - Manage and PR samples, sample loans and showroom together with PR assistant
 - Lead daily editorial outreach; pitching/seeking out editorial opportunities in-line with communications strategy
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Required Skills

QUALIFICATIONS

- Fluent in Japanese and business level in English
 - Previous PR experience in fashion industry (inhouse or in agency)
 - Hands-on experience with a variety of different PR campaigns
 - Applicable knowledge in copywriting and editing
 - Experience with diverse social media platforms
 - PC software skillset for Microsoft Office (power point, excel, outlook, word)
 - Experience with social listening tool like Tribe, dmr etc is a plus
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Company Description