

## PR Lead - Major Lifestyle Fashion Brand

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#### Job Information

##### Recruiter

Michael Page

##### Job ID

1490050

##### Industry

Advertising, PR

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

5 million yen ~ 7 million yen

##### Refreshed

August 10th, 2024 01:18

#### General Requirements

##### 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

Lead the development, delivery, and measurement of the PR + Editorial + Strategic seeding strategies and plans in Japan for a major lifestyle/sports apparel brand. This position offers a chance to work for a household name in the lifestyle fashion industry, offering the ability to connect with major figures in the industry and use English in an international environment.

#### Client Details

A global lifestyle brand that is famous for its focus on fitness and sports. They are a household name and a beloved brand among many.

#### Description

- Build relationships with key editors from local media and work with our agency to secure media features/experiences.
- Further develop the brand's presence in the sports market.
- Work cross-functionally with other teams to execute integrated strategies across various communication platforms.
- Responsible for press asset development including press materials, product bible, samples, bios, backgrounders, fact sheets, generic photos and in-depth media matrix development.
- Manage day-to-day media relations - the go-to for all media enquiry.
- Providing guidance and day-to-day management of PR agency team.

### Job Offer

- Opportunity to work in an international environment.
- Chance to build relationships with major players in the lifestyle/sports industry.
- Competitive bonus and allowance system.
- Hybrid work flexibility available.

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

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### Required Skills

- Bachelor degree required (Marketing, Communications, Media or related field).
  - Excellent decision making and problem resolution skills,.
  - 3-4 years of experience in PR field (preferably sports/apparel industry experience).
  - Excellent interpersonal, written communication, organisational and time management skills.
  - Native level Japanese, Business level English.
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### Company Description

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