

## PR Specialist - Luxury Cosmetic Brand

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## Job Information

**Recruiter**

Michael Page

**Job ID**

1494683

**Industry**

Advertising, PR

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

5 million yen ~ 6 million yen

**Refreshed**

September 18th, 2024 11:04

## 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

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.

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### 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.