

PR Manager - Outdoor Apparel

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Job Information

Recruiter

Michael Page

Job ID

1501970

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

November 5th, 2024 17:40

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

Work with the Marketing Manager, you will be responsible for formulating PR/Communications plans to increase awareness of the brand and expand its audience.

Client Details

A stylish outdoor brand that has recently exploded in popularity and are continuing to expand rapidly.

Description

- Build relationships with media and manage KOLs/influencers to obtain effective media exposure.
- Lead communication with PR agencies and deliver effective press releases.
- Formulate media plans for NSO (New Store Opening) and large-scale events.
- Communicate with PR agencies and manage production/publication of all press releases.

Job Offer

- Opportunity to work in an international environment.
- Hybrid work environment.

- Casual wear to office.

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

Required Skills

- Experience in PR/Communications, preferably in the fashion or outdoor industry.
 - Interest in outdoor sports.
 - Creativity (strong interest in new methods).
 - Native level Japanese and Business level English.
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Company Description

A stylish outdoor brand that has recently exploded in popularity and are continuing to expand rapidly.