



PR/117730 | Japanese Speaking Communication Manager

Job Information

Recruiter

JAC Recruitment UK

Job ID

1504184

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

United Kingdom

Salary

Negotiable, based on experience

Refreshed

November 19th, 2024 10:40

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

International Food Importer seeks for:

Japanese Speaking Communication Manager

Salary: Competitive

Location: West London, hybrid

KEY ACCOUNTABILITIES –

- Build and maintain a network of external stakeholders and industry spokespeople in the Japanese food category in the UK and Europe (chefs / food educators/ influencers etc.)
- Conduct research to gain a holistic view of external stakeholders and industry spokespeople related to Japanese food in the UK and Europe
- Identify, negotiate and agree contracts with influencers/professionals and organizations related to Japanese food
- Attend meetings - getting a full understanding from the brief, the end results, costs, timescales and keep both partners and internal stakeholders up-to-date on PR activities
- Develop industry, sector and product focused PR campaigns.
- Prepare and manage communication plans for potential crises, ensuring that the company's reputation is maintained and effectively protected

- Devise and deliver press campaigns, in liaison with key staff, ensuring coverage across a range of media.
- Create a PR strategy that envisages the dissemination of information, including by word of mouth, to ensure that the goodness, technology and quality of Japanese food is spread throughout the UK and Europe over the medium to long term.
- Lead the creation of new PR strategy and drafting of proposals.
- Develop events and campaigns to increase interest and understanding of Japanese food amongst internal members of the company.
- Ensure that all communication materials adhere to the brands guidelines and accurately reflect the company's values and objectives
- Collect product information and business know-how on Japanese food from the parent company and convey those to London Office.
- Gather necessary information and to act as a liaison with the parent company.
- Use problem solving and analytical skills to devise and implement strategies.
- Prepare budget information and control the actual performances of Japanese food PR activities.
- Distribute timely information and co-ordinate with the senior management team within the company.

SKILLS

- Communication management experience: 5 years or longer, preferably within the food service or culinary industry.
- Language:
 - English: Fluent to Native
 - Japanese: Fluent to Native
- Excellent communication skills, including the ability to listen and effectively verbalise ideas.
- Creative thinker with the ability to craft engaging narratives.
- Experience in event management is an advantage
- Proficiency in social media channels and how to use it to boost brand recognition and audience engagement.
- Solid ethics and morals and sound judgement.
- Strong organizational skills with the ability to manage multiple projects simultaneously
- Excellent Influencing Skills
- Excellent Negotiation Skills
- Management and Leadership Skills

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Company Description