

## PR Manager - European Cosmetics

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#### Job Information

**Recruiter**

Michael Page

**Job ID**

1505622

**Industry**

Advertising, PR

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

5 million yen ~ 7 million yen

**Refreshed**

November 19th, 2024 16:23

#### 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

The PR Manager will be responsible for developing and executing PR strategies to elevate the brand image and reputation in the Japanese market. This role requires a deep understanding of local media and influencer marketing initiatives.

#### Client Details

A European luxury fragrance and cosmetics brand that originated in Amsterdam and has rapidly grown across Europe, focusing primarily on bath, body, and home products. With a concept of offering luxury and quality at an affordable price.

#### Description

- Develop and implement a comprehensive PR strategy.
- Identify brand positioning opportunities and increase brand awareness across various channels.
- Build and maintain relationships with key journalists, bloggers, and influencers in the beauty and lifestyle sectors.
- Create compelling press materials, including press releases, media kits, and articles that tell the brand's story.

#### Job Offer

- International work environment.

- Flextime available.
- Hybrid work environment.
- Career growth opportunities.

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

- Experience in communication, marketing, PR, or a related field (preferably in the beauty or lifestyle industry).
  - Strong network of media contacts in Japan.
  - In-depth understanding of social media platforms and their impact on PR.
  - Native level Japanese and Business level in English.
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### Company Description

A European luxury fragrance and cosmetics brand that originated in Amsterdam and has rapidly grown across Europe, focusing primarily on bath, body, and home products. With a concept of offering luxury and quality at an affordable price.