

# Michael Page

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## PR Coordinator - Beauty Brand

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#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1510804

**Industry**

Advertising, PR

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

4 million yen ~ 5.5 million yen

**Refreshed**

December 13th, 2024 10:05

#### 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 Coordinator will be responsible for developing and executing public relations strategies to enhance the brand's image and reputation in the Japanese market. This role requires a deep understanding of local media, influencer marketing initiatives, event management, and the ability to effectively communicate brand values.

#### Client Details

A luxury fragrance and cosmetics brand that originated in one of the most beautiful cities in Europe and has rapidly grown across the world, focusing primarily on bath, body, and home products. The brand is currently present in 36 countries worldwide and operates over 1,000 stores.

#### Description

- Develop and implement a comprehensive PR strategy in Japan.
- Build strong partnerships with influencers and ambassadors who align with the brand's direction and positioning.
- Build and maintain relationships with key journalists, bloggers, and influencers in the beauty and lifestyle sectors.
- Plan and host media, influencer, and consumer events, product launches, and experiential campaigns to foster engagement and brand loyalty.

### Job Offer

- Hybrid work environment.
- Flextime available.
- Work with a rapidly growing brand and beautiful products.
- Chance to use English.

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 communications, marketing, public relations, or related fields.
  - At least 3 years of experience in public relations or corporate communications (preferably in the beauty or lifestyle industry).
  - Proven track record of collaborating with influencers and managing campaigns.
  - NATIVE level Japanese and BUSINESS level English.
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### Company Description

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