



Media Relations & Reputation - Manager

Job Information

Recruiter

iWill Capital G.K.

Hiring Company

Our client is an European financial company

Job ID

1511885

Industry

Insurance

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

11 million yen ~ 14 million yen

Refreshed

December 20th, 2024 09:19

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

- Manage external communication strategy from planning, execution, and assessment.
- Drive the high-quality communication strategy of the "Sustainability" area to generate a positive external reputation.
- Develop relationships with national and regional press contacts and the government to promote the company's reputation and deflect criticism.
- Provide advice and support junior members to develop effective communication plans and content.
- Being a liaison with the Sustainability team to leverage their expertise and accelerate communication strategy.
- Manage owned media strategy, such as the company's official website and social media (LinkedIn, Facebook, note), to effectively amplify the company's message.
- Helped GM accomplish the team goal through external communication.

*This role is an individual contributor, equivalent to a manager level, and will report to the General Manager of Media Relations & Reputation.

Required Skills

- BA or equivalent qualification above. A specific communication/public relations/brand qualification would be a plus.
 - Requires experience in communications functions either inside or outside the company. Experience could vary depending on developed personal skills, but the minimum is 5 years, and 10+ years better.
 - Experience in insurance/financial institutions is a plus.
 - Experiences in working for a global company with frequent contacts with headquarters are excellent to have.
 - Strategic communication planning and execution skills
 - Strong interpersonal skills
 - Ability to capture corporate-level strategy and critical topics and then translate them into communications content.
 - Ability to manage the timeline.
 - Ability to make a quick understanding of the business contexts (insurance market, company's strategy, and projects)
 - Strong writing/speaking skills, both in English and Japanese, are a must.
 - Project management skills
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Company Description