



PR/094331 | [Automotive] Public Relation Manager

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1513551

Industry

Automobile and Parts

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

January 7th, 2025 06:00

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

Company and Job Overview

Our client is a reputable brand in the Automotive industry.

Job Responsibilities

- Strategic planning: Develop and execute PR Strategies and activities
- Media Relations: Build and maintain relationships with journalists and influencers, manage media inquiries, and proactively engage with media contacts
- Reputation Management: Take immediate action to prevent reputation damage and share positive news and achievements
- Marketing Communication: Develop a communication plan and PR activities, and collaborate with the marketing team
- Event Management: Plan and conduct PR events, and monitor media coverage
- Budget Management: Manage budgets and determine KPIs for PR activities
- Performance Analysis: Measure and analyze the effectiveness of PR activities

Job Requirements

- Education: Bachelor's degree in Marketing, Business, or a related field
- Skills:
 - Proficiency in MS Office, excellent English communication, presentation, public speaking, and time management skills.

- A positive attitude when working with journalist
 - Experience:
 - At least 03 years of working experience in public relations
 - Experience in the Automotive field is an advantage
 - Having relationships and connections with the media
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Company Description