



## 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**

February 4th, 2025 05:00

### 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