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PR Manager - Renowned FMCG Brand

PR Manager - Top FMCG Brand

Job Information

Recruiter
[Michael Page](#)
Job ID

1517267

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 11 million yen

Refreshed

January 25th, 2025 23:14

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

- Develop and implement PR strategies aligned with the brand's vision and local market needs.
- Serve as the face of the brand, representing it across media, events, and public engagements.

Client Details

Our client is a prestigious international company, celebrated for its innovative products and market leadership. Operating in the luxury sector, they are committed to excellence, offering their employees a chance to collaborate with top-tier professionals and cutting-edge projects. They are focused on delivering exceptional consumer experiences and nurturing professional growth in an inspiring work environment.

Description

- Define and execute communication strategies consistent with brand and business goals.
- - Plan and manage 360-degree media strategies, incorporating traditional and new media channels.
 - Build and maintain relationships with media outlets, celebrities, and influencers.
 - Organize major events and product launches, ensuring impactful messaging.
 - Represent the brand as its spokesperson across various platforms and audiences.

- Oversee PR budgeting and crisis management to safeguard the brand's reputation.
- Develop team members to excel in PR expertise and execution.

Job Offer

- A leadership role within an internationally renowned brand.
- Opportunities for professional growth and skill enhancement.
- Dynamic and collaborative work environment.
- Competitive salary and benefits.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nhu Nguyen on +81 3 6832 8943.

Required Skills

- - Minimum 5 years of PR experience, preferably in cosmetics, fashion, or luxury consumer products.
 - Strong interpersonal, editorial, and presentation skills in Japanese and English.
 - Proven project management skills with the ability to plan and execute effectively.
 - Up-to-date knowledge of media trends and social networks.
 - Innovative and adaptable with strong problem-solving skills.
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Company Description

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