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## Corporate Communications Manager - B2C

### Corporate Affairs Manager - FMCG

#### Job Information

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

1522602

**Industry**

Advertising, PR

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Refreshed**

February 19th, 2025 16:02

#### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

Manage external communication and social media strategies for a leading company. Strengthen the brand through innovative campaigns and proactive reputation management.

#### Client Details

Our client is a well-established global organization known for its commitment to innovation, sustainability, and purpose-driven goals. Their operations span diverse sectors, including pet care and snacks, making them a leader in delivering quality products and meaningful initiatives. This role is central to their Japan operations, driving corporate reputation and brand presence.

#### Description

- Develop and execute strategic external communication initiatives.
- Enhance corporate reputation through brand PR and employer branding campaigns.
- Manage crisis communication, addressing risks proactively via social media.
- Implement and train teams on social media guidelines and capabilities.
- Collaborate across departments to drive innovative ways of working.
- Lead talent development and team engagement within the Corporate Affairs function.

**Job Offer**

- Hybrid working model (up to two office days per week).
- Opportunity to lead high-impact communication projects.
- Engagement in purpose-driven programs with societal benefits.
- Collaborative work environment promoting innovation.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

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**Required Skills**

- Proven experience in external communications and corporate PR.
  - Expertise in managing crisis communication and reputation risks.
  - Skilled in stakeholder collaboration and strategic project management.
  - Strong bilingual proficiency in Japanese and English.
  - Adept in utilizing social media for corporate brand building.
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**Company Description**

Our client is a well-established global organization known for its commitment to innovation, sustainability, and purpose-driven goals. Their operations span diverse sectors, including snacks, making them a leader in delivering quality products and meaningful initiatives. This role is central to their Japan operations, driving corporate reputation and brand presence.