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PR Coordinator

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Job Information

Recruiter
[Michael Page](#)
Job ID

1523089

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 6 million yen

Refreshed

February 21st, 2025 15:40

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

This role is key in positioning the brand as a leader across diverse communities, from outdoor enthusiasts (mountaineering, climbing, hiking, trail running, shoe repair) to fashion-forward audiences.

Client Details

Our client is one of the biggest names in the footwear industry, specializing in both fashion and outdoor categories. They offer many opportunities for their employees to travel or work overseas in places like China, Europe, and US.

Description

- Oversee the relationship with PR agencies, ensuring alignment with brand goals and timely execution of campaigns.
- Actively develop relationships with editors, journalists, and media outlets, attending industry events, and arranging one-on-one meetups.
- Proactively establish and maintain connections with influencers, athletes, designers, and professionals across outdoor and fashion-related industries.
- Travel across Japan, particularly to outdoor regions like Hokkaido, to establish relationships with local radio shows, TV channels, and other media outlets.

Job Offer

- International work environment.
- Career growth opportunities.
- Chance to move abroad in the future.
- Chance to travel overseas.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

Required Skills

- Experience in PR/marketing, preferably with an interest in fashion, outdoors, or sports.
 - Comfortable speaking with individuals from all backgrounds, from outdoor or repair professionals to high-profile media representatives.
 - Enjoys working in a build-from-scratch environment and takes initiative without waiting for detailed guidelines.
 - Willing and able to travel within Japan and overseas.
 - NATIVE level Japanese and Business level English.
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Company Description

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