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PR and Communication Manager

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Job Information

Recruiter
[Michael Page](#)
Job ID

1523700

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 9 million yen

Refreshed

February 25th, 2025 16:07

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 a communication strategy aligned with the brand growth plan to achieve short, medium, and long-term goals, aiming for effective media exposure of the brand, products, stores, CSR, and human resources.

Client Details

Our client is a major player in the luxury skincare industry. They are committed to being a sustainable brand and are consistently growing within the Japan market.

Description

- Develop and execute paid and non-paid media strategies online and offline based on the brand strategy.
- Aim to enhance brand value by expanding the community on owned media and building relationships with KOLs and influencers.
- Manage the progress of PR plans, including caravans, interviews, PR events, salons, and public events.
- Build a productive team to effectively execute the PR strategy.

Job Offer

- International work environment.
- Hybrid work environment.
- Flextime available.
- Chance to use English.

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

Required Skills

- Experience in offline and online communication (PR) with domestic and foreign cosmetics brands.
 - Knowledge of marketing/PR in consumer goods, cosmetics, and luxury products.
 - Strong information-gathering skills regarding trends and fashion.
 - NATIVE level Japanese and business level English.
 - Talent development capabilities.
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Company Description

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