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PR Specialist / Manager- Sports

PR Specialist/ Manager- Sports business

Job Information

Recruiter
[Michael Page](#)
Hiring Company

Sports and Outdoor business

Job ID

1524731

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 7 million yen

Refreshed

March 4th, 2025 15:46

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description

Seeking a skilled PR Specialist / Manager to drive public relations initiatives in the retail industry. This position requires a strategic thinker with a strong understanding of the retail market.

Client Details

This established firm is a prominent player in the retail industry. As a large organization with a global presence, it is committed to innovation, sustainability, and delivering high-quality products to its customers. Based in Tokyo, the company is renowned for its excellent team culture and commitment to employee development.

Description

- Develop and implement strategic PR programs to achieve significant increases in brand awareness.
- Lead the PR aspect for product launches, promotions, and other campaigns.
- Manage media relations and maximize media opportunities.
- Develop strong relationships with key media to secure and grow media coverage.

- Coordinate all public relations activities and events.
- Evaluate opportunities for partnerships, sponsorships, and advertising on an ongoing basis.
- Manage PR agencies and suppliers.
- Report on PR results on a quarterly and annual basis.

Job Offer

- Competitive salary range around 6,000,000 JPY.
- Opportunities for professional development.
- A positive and innovative work environment.
- A chance to be part of a global leader in the retail industry.

If you're looking to be part of a fast-paced, innovative company in Tokyo and drive your career in PR within the retail industry, we encourage you to apply.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

Required Skills

A successful PR Specialist / Manager should have:

- A degree in Marketing, Business, or related field.
- Proven experience in public relations required.
- Strong relationships with both local and national business and industry media outlets.
- Proficiency in leveraging social media and developing strategies for web-based messaging.
- Exceptional writing and editing skills.
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews.

Company Description

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