

# BURBERRY

## Public Relations Assistant

ラグジュアリー/アパレル業界での経験のある方

### 募集職種

#### 採用企業名

バーバリー・ジャパン株式会社

#### 求人ID

1489874

#### 業種

アパレル・ファッション

#### 会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

#### 雇用形態

正社員

#### 勤務地

東京都 23区, 中央区

#### 給与

350万円 ~ 500万円

#### ボーナス

固定給+ボーナス

#### 勤務時間

9:30~18:00 (フレックス制度あり)

#### 更新日

2024年08月08日 10:02

### 応募必要条件

#### 職務経験

1年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

日常会話レベル (英語使用比率: 50%程度)

#### 日本語レベル

流暢

#### 最終学歴

大学卒 : 学士号

#### 現在のビザ

日本での就労許可が必要です

### 募集要項

#### JOB PURPOSE

This role will be responsible for all PR activities that is done for the brand to create a bigger presence in the Japanese market.\*Within the guidelines and strategy of the brand and company

- Develop, establish, and execute PR and Communication strategy by following the direction and plan from PR

- manager or MarCom Director for Burberry in coordination with global strategy
- Ensure brand image and right positioning in the territory and increase brand awareness by supporting PR manager and team to maximize commercial opportunity
- Support Marketing projects with PR manager and team following the direction of MarCom director

#### RESPONSIBILITIES

- Develop and maintain media relationships with key press contacts in related category to secure the notable space on the print, online and others
- Manage and PR samples, sample loans and showroom
- Lead daily editorial outreach; pitching/seeking out editorial opportunities in-line with communications strategy
- Prepare the necessary information and fact check all credit information and public relations collateral for editors(/landloaders)
- Support the press activities such as seasonal press previews, press appointments, and giftings
- Support and develop the production of publicity collateral, media alerts and press releases
- Develop and maintain relationships with VIPs/influencers to create the brand visibility on social medias (Casting when/if necessary)
- Dressing and styling support to VIPs/influencers who attend the show, and fashion hooting
- Communication with HQ team for various issue on daily basis.
- Manage and submit the daily, weekly, monthly press report to headquarter in London
- Manage the publicized magazines and send them out to HQ when necessary
- Monitor and track the competitors' activities and SNS trends
- Manage and track all invoice payments by working closely with PR manager (SAP)

#### FUNCTIONAL COMPETENCIES

- Strongly conscious of brand awareness, recognition, relevancy increase
- Detailed oriented but keep strategic POV to be aligned to other teams and functions
- Must be able to find the best solutions and develop methods to improve efficiency
- Must be flexible to adapt to changing trends of business and/or ad hoc projects

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#### スキル・資格

#### QUALIFICATIONS

- Previous working experience as Public Relations Specialist (inhouse or in agency)
- Hands-on experience with a variety of different PR campaigns
- Applicable knowledge in copywriting and editing
- Experience with diverse social media platforms
- Excellent communication and presentation skill
- Outstanding organizational and time management skills
- Passion for public speaking
- Attention to details
- An understanding of consumer-facing marketing planning is plus
- Team player
- Fluent in Japanese and written communication in English
- Working experience in retail-based fashion industry is plus

#### Skills

- Have PC software skillset for Microsoft Office (power point, excel, outlook, word).
- Japanese copy writing and proof skill (professional level) specifically for social contents
- Working experience with social listening tool like Sprinklr Wearisma, dmr etc is plus
- Excellence in English writing and verbal communication is plus

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#### 会社説明