

PR Lead - Major Lifestyle Fashion Brand

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募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1490050

業種

広告・PR

雇用形態

正社員

勤務地

東京都 23区

給与

500万円 ~ 700万円

更新日

2024年08月10日 01:18

応募必要条件

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ネイティブ

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

Lead the development, delivery, and measurement of the PR + Editorial + Strategic seeding strategies and plans in Japan for a major lifestyle/sports apparel brand. This position offers a chance to work for a household name in the lifestyle fashion industry, offering the ability to connect with major figures in the industry and use English in an international environment.

Client Details

A global lifestyle brand that is famous for its focus on fitness and sports. They are a household name and a beloved brand among many.

Description

- Build relationships with key editors from local media and work with our agency to secure media features/experiences.
- Further develop the brand's presence in the sports market.
- Work cross-functionally with other teams to execute integrated strategies across various communication platforms.
- Responsible for press asset development including press materials, product bible, samples, bios, backgrounders, fact sheets, generic photos and in-depth media matrix development.
- Manage day-to-day media relations - the go-to for all media enquiry.
- Providing guidance and day-to-day management of PR agency team.

Job Offer

- Opportunity to work in an international environment.
- Chance to build relationships with major players in the lifestyle/sports industry.
- Competitive bonus and allowance system.
- Hybrid work flexibility available.

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

スキル・資格

- Bachelor degree required (Marketing, Communications, Media or related field).
 - Excellent decision making and problem resolution skills,.
 - 3-4 years of experience in PR field (preferably sports/apparel industry experience).
 - Excellent interpersonal, written communication, organisational and time management skills.
 - Native level Japanese, Business level English.
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会社説明

A global lifestyle brand that is famous for its focus on fitness and sports. They are a household name and a beloved brand among many.