

Fashion PR & Communications Specialist | ファッション業界に経験や情熱のある方！

募集職種

採用企業名

エイチ・アンド・エムヘネス・アンド・マウリッツ・ジャパン株式会社

求人ID

1493486

業種

アパレル・ファッション

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2025年02月03日 02:00

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

ビジネス会話レベル

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

As the Fashion PR & Communications Specialist, you contribute to added customer value, a strong brand and increased fashion perception by being responsible of Fashion PR & Showroom development and adapting internal communications to the sales market needs. You work towards aligned and cross-functional goals, driving omni sales performance and customer-centricity in all parts of your work by building and maintaining relationships with key media, influencers, celebrities and opinion leaders together with the Fashion PR Manager - NEA and Showroom team. You collaborate closely with the other teams in Customer Activation team to be able to find synergies and maximize the effect of our earned communication.

You have a strong brand focus and are insight- and data-driven with ability to drive results and work towards goals. You have a proven track record of creating results within the area of Fashion PR & Communications through locally adapted plans and strategies. With your experience within the industry and insight-driven mindset, you find innovative ways to engage our customers and stakeholders. You know how to create results by leading others with an ambitious and pragmatic approach.

Key responsibilities

- You are responsible for setting the sales market Fashion PR strategy and tactics, aligning your beliefs together with the PR Manager – NEA.
- Drive execution of activity plans and create results by ensuring sales market objectives in order to strengthen the H&M brand and fashion perception, both short- and long-term.
- Develop and build a network of H&M Ambassadors on a sales market level through maintaining and building a strong local relationship with media, influencers, celebrities & opinion leaders to proactively get earned product placements and present latest collection and news connected to the planned influencer activations together with the Fashion PR & Showroom team.
- Execute and follow up on regional & global Communications plan to effectively spread H&M's messages to our own colleagues, complementing plans when relevant from a sales market perspective.

- Ensure close collaboration with the Fashion PR & Showroom team to maximize synergies between paid and earned relationship, collaborating with media agencies to secure quality and on-brand execution in all we do.
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スキル・資格

To be successful in the role as the Fashion PR & Communications Specialist, you should have a strong brand focus and are insight and data driven, with proven ability to drive results and work towards goals. You know how to create results by leading others with an ambitious and pragmatic approach. You have a proven track record of creating results within the area of Fashion PR & Communications through locally adapted plans and strategies. With your experience within the industry and insight-driven mindset, you find innovative ways to engage our customers and stakeholders.

What you need to succeed:

- Communication, Marketing or business degree/relevant experience.
- You understand the importance of community and relationship building with fashion insiders (ambassadors, media, VIP, influencers).
- Strong experience working with fashion stakeholders, positioning brands within fashion while maintaining a customer-focused communication.
- You have a deep understanding of synergies between owned, paid & earned media.
- Excellent communication skills, including fluent written and spoken English and Japanese. Knowledge in other languages is meriting.

Additional Information

- This is a **full-time position**, reporting to the PR Manager - NEA.
 - This position is based in Tokyo, Japan.
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会社説明