CareerCross

Michael Page www.michaelpage.co.jp

PR Manager - European Cosmetics

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募集職種

人材紹介会社
マイケル・ペイジ・インターナショナル・ジャパン株式会社

求人ID
1505622

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11月19日 16:23

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

The PR Manager will be responsible for developing and executing PR strategies to elevate the brand image and reputation in the Japanese market. This role requires a deep understanding of local media and influencer marketing initiatives.

Client Details

A European luxury fragrance and cosmetics brand that originated in Amsterdam and has rapidly grown across Europe, focusing primarily on bath, body, and home products. With a concept of offering luxury and quality at an affordable price.

Description

- Develop and implement a comprehensive PR strategy.
- Identify brand positioning opportunities and increase brand awareness across various channels.
- Build and maintain relationships with key journalists, bloggers, and influencers in the beauty and lifestyle sectors.
- Create compelling press materials, including press releases, media kits, and articles that tell the brand's story.

Job Offer

- International work environment.

- Flextime available.
- Hybrid work environment.
- Career growth opportunities.

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

- Experience in communication, marketing, PR, or a related field (preferably in the beauty or lifestyle industry).
- Strong network of media contacts in Japan.
- In-depth understanding of social media platforms and their impact on PR.
- Native level Japanese and Business level in English.

会社説明

A European luxury fragrance and cosmetics brand that originated in Amsterdam and has rapidly grown across Europe, focusing primarily on bath, body, and home products. With a concept of offering luxury and quality at an affordable price.

スキル・資格