

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

Job Information

Hiring Company

[Burberry Japan K.K.](#)

Job ID

1456213

Industry

Apparel, Fashion

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chuo-ku

Salary

3.5 million yen ~ 5 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Work Hours

9:30~18:00 (フレックス制度あり)

Refreshed

March 3rd, 2026 01:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

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

Required Skills

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
- University and/or related degree

Skills

- 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

Company Description