



A Q U E N T

PR Product Specialist

グローバルブランドの提供に携わる醍醐味／高収入

Job Information

Recruiter

Aquent LLC

Hiring Company

グローバル完成車メーカー (Global Automotive Manufacturer)

Job ID

1472140

Industry

Automobile and Parts

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

9 million yen ~ 13 million yen

Work Hours

9:00-17:30

Holidays

土曜、日曜、祝日、年末年始休暇、年次有給休暇

Refreshed

May 6th, 2024 04:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Responsible for building and strengthening corporate image and brand awareness through planning and execution of strategic actions within PR & communication perimeter, aligned with top management and other Departments, in close coordination with the company's vision and objectives including new brand positioning and models related projects.

Responsibilities

- 1- Focus on brand and products storylines coverage, as per strategic direction and product activities
 - 2- Media Coverage in News/Business/Lifestyle Media
 - 3- Deliver impactful PR announces, events & activities
 - 4- Challenge New PR Concepts (Sustainable direction, Talk shows...)
 - 5- Act as a leader for product communication, cross functional topics and brand communication to develop brand storyline and strategy
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Required Skills

- 1) University graduate or above
- 2) Interest/Knowledge in cars and automotive industry
- 3) Language skill: Japanese: Native, English: Business (German also welcome)
- 4) MS-Word, Excel/PowerPoint: Intermediate or above
- 5) Strong communication/negotiation skills with internal and external parties
- 6) Highly motivated, open minded and team player
- 7) Proactive and innovative
- 8) Capable of handling multiple and fast-paced tasks
- 9) 3 to 5 years experience in Product or PR/media
- 10) Experiences in project management
- 11) Experiences in the automotive industry preferred
- 12) Willingness to occasionally travel within Japan or abroad on business (Japan:1/mo, abroad:1/yr)
- 13) Driver's license

Experience/interest in people management is welcome

Company Description