

OUTBLAST

Digital Press & Influencers Relations Manager

Job Information

Hiring Company

Outblast

Job ID

1482256

Industry

Digital Marketing

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chiyoda-ku

Salary

2.5 million yen ~ Negotiable, based on experience

Refreshed

June 24th, 2025 03:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

Minimum English Level

Daily Conversation

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Mission Statement

As a Digital Press and Influencers Relations Manager at OUTBLAST you will nurture a network of influential media and social personalities capable of supporting the development of European luxury brands in Japan. You will be in charge of animating and expanding the OUTBLAST Luxury Influencer Program which gathers over 200 specialized Instagram influencers, strengthening our bond with them and helping them perform better for our clients. You will elaborate regular press releases for our clients and build relationships with relevant digital press outlets.

Assignments and Activities

As primary assignments, you will

- animate and expand a network of luxury influencers averaging 45,000 followers;
- every month, select among our trusted influencers, the ones suitable for each brand collaboration;
- identify and recruit high profile influencers over 200,000 followers;
- every month, write press releases for our clients and publish them on PR Times;
- identify and build relationships with relevant digital media outlets.

Required Skills

Requirements

- Native Japanese speaker
- Conversational English

Details

- Full-time position seishain contract
- Hybrid remote work minimum of 2 day per week at the office
- Salary from ¥220,000/month & benefits

Company Description