

BURBERRY

Public Relations Manager

ラグジュアリー/アパレル業界の中で経験のある方

Job Information

Hiring Company

[Burberry Japan K.K.](#)

Job ID

1489874

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

6 million yen ~ Negotiable, based on experience

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

July 2nd, 2025 02:00

Application Deadline

July 31st, 2025

General Requirements

Minimum Experience Level

Over 3 years

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:

To elevate brand awareness, strengthen market positioning, and drive business growth through strategic PR initiatives,

media engagement, and influencer partnerships for region Japan.

Key Responsibilities:**Public Relations (PR):**

- Develop and execute comprehensive PR strategies and tactical plans to enhance brand reputation, visibility, and revenue growth with a strong product focus.
- Build and maintain strong relationships with key media stakeholders, including journalists, editors, stylists, and influencers, to secure high-impact coverage.
- Monitor and analyze brand exposure, identifying opportunities for improvement and growth.
- Strengthen partnerships with local celebrities and influencers, integrating them into the brand's exposure strategy.
- Collaborate with UK headquarters and cross-functional teams (retail, merchandising, etc.) to align local PR efforts with global strategies while maximizing regional opportunities.
- Ensure cohesive integration with Bought and owned media channels to amplify campaign effectiveness.

VIP & Influencer Management:

- Oversee ambassador and influencer programs, ensuring high-quality product placement and authentic brand engagement.
- Cultivate and maintain strong relationships with VIPs, influencers, and their representatives to foster long-term partnerships.

Required Skills**QUALIFICATIONS**

- Background: 3-5 years of proven track record in fashion PR, event management and influencer marketing in luxury brands or PR agency with relevant experience are highly preferred
- Strategic Skills: Strong ability in planning, negotiation, and brand positioning.
- Industry Knowledge: Deep understanding of retail, branding, and digital marketing trends.
- Communication: Exceptional verbal and written communication skills.
- Attention to Detail: Highly organized with strong follow-up and execution capabilities.
- Passion: Keen interest in marketing, branding, technology, and digital communications.
- English and Japanese proficiency is a must

Company Description