

Fashion PR & Communications Specialist | ファッション業界に経験や情熱のある方！

Job Information

Hiring Company

H&M Hennes & Mauritz Japan KK

Job ID

1493486

Industry

Apparel, Fashion

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

June 16th, 2025 07:00

General Requirements

Minimum Experience Level

Over 1 year

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

As the Fashion PR & Communications Specialist, you contribute to added customer value, a strong brand and increased fashion perception by being responsible of Fashion PR & Showroom development and adapting internal communications to the sales market needs. You work towards aligned and cross-functional goals, driving omni sales performance and customer-centricity in all parts of your work by building and maintaining relationships with key media, influencers, celebrities and opinion leaders together with the Fashion PR Manager - NEA and Showroom team. You collaborate closely with the other teams in Customer Activation team to be able to find synergies and maximize the effect of our earned communication.

You have a strong brand focus and are insight- and data-driven with ability to drive results and work towards goals. You have a proven track record of creating results within the area of Fashion PR & Communications through locally adapted plans and strategies. With your experience within the industry and insight-driven mindset, you find innovative ways to engage our customers and stakeholders. You know how to create results by leading others with an ambitious and pragmatic approach.

Key responsibilities

- You are responsible for setting the sales market Fashion PR strategy and tactics, aligning your beliefs together with the PR Manager – NEA.
- Drive execution of activity plans and create results by ensuring sales market objectives in order to strengthen the H&M brand and fashion perception, both short- and long-term.
- Develop and build a network of H&M Ambassadors on a sales market level through maintaining and building a strong local relationship with media, influencers, celebrities & opinion leaders to proactively get earned product placements and present latest collection and news connected to the planned influencer activations together with the Fashion PR & Showroom team.
- Execute and follow up on regional & global Communications plan to effectively spread H&M's messages to our own colleagues, complementing plans when relevant from a sales market perspective.

- Ensure close collaboration with the Fashion PR & Showroom team to maximize synergies between paid and earned relationship, collaborating with media agencies to secure quality and on-brand execution in all we do.
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Required Skills

To be successful in the role as the Fashion PR & Communications Specialist, you should have a strong brand focus and are insight and data driven, with proven ability to drive results and work towards goals. You know how to create results by leading others with an ambitious and pragmatic approach. You have a proven track record of creating results within the area of Fashion PR & Communications through locally adapted plans and strategies. With your experience within the industry and insight-driven mindset, you find innovative ways to engage our customers and stakeholders.

What you need to succeed :

- Communication, Marketing or business degree/relevant experience.
- You understand the importance of community and relationship building with fashion insiders (ambassadors, media, VIP, influencers).
- Strong experience working with fashion stakeholders, positioning brands within fashion while maintaining a customer-focused communication.
- You have a deep understanding of synergies between owned, paid & earned media.
- Excellent communication skills, including fluent written and spoken English and Japanese. Knowledge in other languages is meriting.

Additional Information

- This is a **full-time position**, reporting to the PR Manager - NEA.
 - This position is based in Tokyo, Japan.
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Company Description