



PR Specialist | 3年以上のPR/メディアリレーションズ・コミュニケーション経験★シニア・ジュニアクラス募集中

広告代理店での経験尚可！多様性のある多国籍のチームと共に働きませんか？

Job Information

Hiring Company

Custom Media K.K.

Job ID

1528143

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

Negotiable, based on experience

Refreshed

July 23rd, 2025 14:56

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Summary

Custom Media is an award-winning, full-service B2B agency that connects Japan with the world, delivering data-driven, creative marketing solutions to help our clients in revolutionary industries—AI, Clean Energy, Fintech, Healthcare, Manufacturing and Technology—shape the future.

Our mission is to empower industries at the forefront of sustainable change to succeed in Japan by creating meaningful connections with their audiences through the power of storytelling.

We are looking for a PR Specialist to drive media relations efforts, craft compelling narratives, and secure high-impact media coverage for our B2B clients. This role is ideal for a strong communicator with a passion for storytelling and strategic PR.

Responsibility

[Media Relations & Outreach]

- Develop and maintain relationships with journalists, editors, and industry influencers.
- Secure media coverage in top-tier business, trade, and industry publications.
- Write and pitch press releases, op-eds, and contributed articles to relevant media outlets.
- Monitor media trends and identify PR opportunities for clients.

[Content Creation & Thought Leadership]

- Craft compelling messaging, press releases, and media materials tailored to client industries.
- Work with clients to develop thought leadership content such as articles, whitepapers, and speaking opportunities.
- Ensure all PR content aligns with brand messaging and business objectives.

[Campaign Execution & Reporting]

- Plan and execute PR campaigns that drive brand awareness and credibility.
- Track media coverage, analyze PR performance, and provide reports with key insights.
- Stay updated on industry trends and competitor activity to inform PR strategies.

Working Hours

- 9:30am to 6:30pm Monday to Friday
- Work from home and / or office flexibility

Compensation and Benefits

- Work with leading B2B brands in revolutionary industries
- Be part of a dynamic, collaborative team passionate about storytelling and marketing innovation.
- Enjoy a flexible, hybrid/remote work environment.
- Opportunities for professional growth and continuous learning.
- Attractive salary negotiable based on experience.
- Transport allowance, work from home allowance.
- Paid vacations, social insurance and benefits.
- Full exposure to all aspects of our business.
- Network of established professionals and senior leaders.
- Friendly, comfortable environment at a central office in Kamiyacho.

Holidays

Saturdays and Sundays, National Holidays in Japan, Paid Vacation

Location Details

Tokyo, Japan

[Address]

Toranomon 40MT Building 7F 5-13-1 Toranomon, Minato-ku Tokyo 105-0001

Required Skills**Key Qualifications**

- 3+ years of experience in PR, media relations, or communications, preferably in a B2B agency.
- Strong media network with established contacts and ability to secure press coverage.
- Excellent verbal and written communication skills in both Japanese and English.
- Ability to work on multiple accounts and manage deadlines.
- Experience with PR tools such as Meltwater, Cision, or similar platforms.
- A proactive mindset with strong problem-solving skills.
- Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- Strong understanding of Japan's media landscape and experience with local media relations.
- Creative thinker with a strategic mindset and strong attention to detail.
- Experience with crisis communications is a plus.

Education

- Bachelor's degree in Business, Communications, Public Relations, Marketing, or a related field.

Company Description