PR Specialist | メディアリレーションズ経験★シニア・ジュニアクラス募集中

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

Company Type
Small/Medium Company (300 employees or less)

Non-Japanese Ratio
About half Japanese

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards, Minato-ku

Train Description
Hibiya Line, Kamiyacho Station

Salary
Negotiable, based on experience

Refreshed
November 4th, 2026 08:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

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.
・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.
・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