



Assistant Media Manager ・ Digital Influencer PR (Skin Health...

J N T L コンシューマーヘルス株式会社での募集です。PRのご経験のある方は歓迎...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

J N T L コンシューマーヘルス株式会社

Job ID

1537635

Industry

Daily Necessities, Cosmetics

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 9 million yen

Work Hours

09:00 ~ 17:40

Holidays

【有給休暇】初年度 12日 3か月目から 【休日】完全週休二日制 土 日 祝日 年末年始 完全週休二日制 土 日 祝日 年末年...

Refreshed

May 15th, 2025 17:00

General Requirements

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

【求人No NJB2297490】

Position Summary :

Working within the brand management team this role will be responsible for leading Digital Media Excellence (DMX) for Skin Health Baby. This role sits within the core brand team and will contribute a strategic and operational media planning approach to drive investment effectiveness as well as own media planning operations and accountability with our key media partners to maximize the impact of Kenvue's investment.

Your focus will be on leading SNS Influencer PR from strategy to execution including building our new ambassador programme leading the full funnel influence engagement. You will work closely with the Brand Marketing team members to drive brand growth and business delivery and will be responsible for accelerating the Skin Health Baby team digital transformation and influence first strategy.

Role Duty Responsibilities :

- Media Strategy Execution
Development of full funnel media strategies (from brief to final plan) and accountability for executing those plans alongside the media agency and Marketing members through to campaign delivery and optimization. Ensure integrated campaigns across all departments.
- Influencer Management
Manage paid and organic influencer strategy and execution including evolving the capability of the organization. Ensure close synergy with the Marketing campaigns and PR tie ups. Including
 - o Lead and develop a strong ambassador program for Skin Health Baby brands. Build and own relationships with our influencers via planned seeding and communication plan that is in line with our full funnel influence activation.
 - o Manage content approvals for the brands.
- PR
Develop and execute effective PR strategies in collaboration with agencies driving synergy across Marketing and influencer plans. This includes media relations securing publicity and tie up exposures planning and implementing events etc.
- Digital Acceleration
Stay abreast of industry trends and developments in advertising to ensure the company remains at the forefront of innovation. Propose new media innovation opportunities to test learn and scale within Skin Health Baby. Deploy best practices and guidelines for media and content helping to ensure consistency and quality across campaigns.
- Investment Planning
Optimize budget allocation across various media channels to maximize ROI. Lead optimization allocation of media spend throughout the year · including providing optimized media spend allocation across portfolio fully leveraging ROI research and competitive insights to develop media strategy.
- Performance Tracking
Set and improve ROI targets monitor track and report key media performance metrics and leverage insights to refine future strategies.
- Internal and External Partnerships
Build strong relationships with internal and external stakeholders identify and utilize resources to deliver innovative solutions. Maximize the collaboration with our media agency serving as the connecting link between brand teams and media agency for all brands driving ongoing optimization of processes and ways of working by monitoring performance and providing feedback scope planning and operations including the overall deliverables roadmap timelines.

Required Skills

Required Qualifications

- 3+ years' experience in Influencer/PR/Content creator management and Media management.
- Desired background in Beauty/Skincare and lifestyle PR/influence in an agency or in house.
- Experience in managing and leveraging influencers to connect and contribute to brand strategy.
- Experience in growing relationships with content creators media and influencers.
- Experience of building Influence and PR campaigns from brief to approval of execution with industry experience at either client or agency side.
- Experience in digital marketing particularly in running advertising campaigns across social platforms. Strong experience of managing social channels to drive engagement and relevance.
- Good data acumen being able to analyse media social PR influencer metrics and report back to the business (retail consumer panels media digital social listening tools) .
- Flexibility to adapt plans/challenges as they arise.
- Passionate about stories and current affairs with a finger on the pulse of social and news trends.
- Experience in building strong relationships and the ability to network at all levels.
- Skills in project management budget management and agency management.
- Media KPI Tracking and Planning.
- Strong PC Skills: Proficiency in Excel PowerPoint and Word.
- Ability to speak and write in Japanese (fluent) and English (business level) .

Company Description

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