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JAC Recruitment USA

PR/086837 | PR & Marketing Manager

Job Information

Recruiter

JAC Recruitment USA

Job ID

1552540

Industry

Amusement, Entertainment

Job Type

Permanent Full-time

Location

United States

Salary

Negotiable, based on experience

Refreshed

July 22nd, 2025 10:51

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

POSITION SUMMARY

A Japanese entertainment company is seeking a PR & Marketing Manager to lead campaigns, manage media and partner relations, and grow brand presence—especially in the gaming space. Ideal candidates have hands-on marketing experience and a strong understanding of gamer culture.

RESPONSIBILITIES

- * Develop comprehensive marketing communication strategies, including objectives, budgeting, and tactical plans.
- * Execute marketing initiatives and monitor their progress and effectiveness.
- * Evaluate the impact of implemented marketing strategies through performance analysis.
- * Define key performance indicators (KPIs) aligned with the marketing strategy.

- * Build and nurture relationships with media representatives, influencers, and press contacts.
- * Collect and analyze performance metrics to manage and report on KPIs.
- * Assess the success of campaigns across earned and paid media channels.
- * Maintain strong partnerships with first-party collaborators to ensure access to necessary resources.
- * Coordinate with external PR agencies and internal PR teams within distribution partners.
- * Craft engaging content for press releases, articles, and promotional materials.
- * Lead the development and execution of social media strategies and content.
- * Monitor market trends and competitor activities to identify growth opportunities.
- * Supervise and support a team of marketing and PR professionals, offering mentorship and performance evaluations.

QUALIFICATIONS

- * Bachelor's degree in Marketing, Business, or a related discipline from an accredited four-year institution, or equivalent experience with 5+ years in the entertainment or gaming industry.
- * Well-established connections with traditional and/or digital media platforms.
- * Excellent verbal and written communication skills, with strong presentation abilities.
- * Highly organized with a keen eye for meeting deadlines and managing budgets effectively.
- * Proficient in using productivity tools such as Google Workspace and Microsoft Office Suite.
- * Willing and able to travel internationally multiple times per year.

BASE SALARY USD100,000-120,000 (DOE)

LOCATION Santa Ana, CA

WORK STYLE Hybrid (3 times/week in the office)

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Company Description