

MichaelPage

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PR Assistant Manager - Outdoor Brand

PR Assistant Manager

Job Information

Recruiter

Michael Page

Job ID

1553552

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 8 million yen

Refreshed

July 31st, 2025 11:21

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

The PR Assistant Manager will play a vital role in shaping and executing public relations strategies to elevate the brand's presence in the retail industry. This position is ideal for individuals with a marketing background and a passion for driving impactful campaigns.

Client Details

This opportunity is with a fast growing outdoor brand specializing in premium products. The organization is known for its innovative marketing strategies and commitment to delivering exceptional customer experiences.

Description

- Develop and implement comprehensive PR strategies to support brand objectives.
- Manage media relations, including drafting press releases and coordinating with journalists.
- Plan and execute events, collaborations, and promotional campaigns.
- Monitor market trends and competitor activities to refine PR initiatives.
- Coordinate with internal teams to ensure brand consistency across all communications.
- Analyze the effectiveness of PR campaigns and provide actionable insights.
- Build and maintain strong relationships with key stakeholders and influencers.

- Oversee the creation of engaging content for various marketing channels.

Job Offer

- Opportunities for career growth within larger parent group company.
- Engaging and supportive company culture.
- Flexible work arrangements to support work-life balance.
- Access to exclusive discounts on premium products.
- Work from home available.

Take the next step in your career by applying for this exciting PR Assistant Manager role today!

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

Required Skills

A successful PR Assistant Manager should have:

- A degree in Marketing, Communications, or a related field.
- Proven experience in public relations within the retail industry.
- Strong understanding of media relations and communication strategies.
- Excellent project management and organizational skills.
- Ability to work collaboratively in a team-oriented environment.
- Proficiency in analyzing market trends and consumer insights.
- Native level Japanese and Business level English.

Company Description

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