

Michael Page

www.michaelpage.co.jp

Head of PR - Fintech company

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Job Information

Recruiter

Michael Page

Job ID

1559488

Industry

Other (Banking and Financial Services)

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

11 million yen ~ 14 million yen

Refreshed

September 24th, 2025 16:53

General Requirements

Minimum Experience Level

Over 6 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

This role seeks an experienced PR professional to lead the full cycle of public relations initiatives in Japan, from strategy to execution, to strengthen presence and drive business growth. The ideal candidate will excel at building strong internal and external relationships while developing and implementing impactful PR programs aligned with business and brand goals.

Client Details

Our client is a fast-growing player in Japan's fintech space, offering innovative payment solutions that make online shopping more flexible and convenient. It partners with a wide range of merchants to provide customers with seamless, secure, and accessible payment options. With a strong focus on user experience and business growth, it has established itself as a trusted brand in the digital payments landscape.

Description

- Develop and implement annual and long-term consumer PR strategies in close collaboration with internal teams (e.g., marketing, design) and external agencies.
- Strengthen the company's visibility and reputation in the market by leveraging strategic media opportunities, content initiatives, and partnerships.
- Build and maintain strong relationships with journalists and media outlets to secure impactful organic coverage.
- Manage sensitive communications and issues in coordination with leadership and relevant functions (e.g., legal, compliance) to protect and uphold the company's reputation.

Job Offer

- Competitive compensation package (UP TO 14M JPY PER YEAR).
- Work from home (3 day from home OK) and flex-time available.
- Diversified team with 220+ colleagues from 30+ countries.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Jamel Akalay on +81 3 6832 8935.

Required Skills

- 8-10 years of public relations experience with a strong track record of enhancing brand reputation and contributing to business growth.
 - Demonstrated success in utilizing owned, earned, and paid media to achieve communications and business objectives.
 - Ability to represent the company with credibility and professionalism to both internal and external stakeholders.
 - Fluent written and verbal communication skills in Japanese and English.
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