

Michael Page

www.michaelpage.co.jp

Brand PR Specialist

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Job Information

Recruiter[Michael Page](#)**Job ID**

1560125

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 7 million yen

Refreshed

October 1st, 2025 17:32

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

As a Brand PR Specialist, you will craft and execute compelling public relations strategies to enhance brand visibility and reputation within the retail industry. This role is ideal for individuals who thrive in fast-paced environments and have a passion for brand storytelling.

Client Details

This is an exciting opportunity to join a major organization in the retail industry. The company is known for its innovative approach to marketing and its commitment to delivering high-quality products to its customers.

Description

- Develop and implement PR strategies to increase brand awareness and engagement.
- Build and maintain strong relationships with media outlets, influencers, and key stakeholders.
- Create press releases, media kits, and other communication materials.
- Monitor and analyze media coverage to assess the effectiveness of PR campaigns.
- Collaborate closely with the marketing team to align PR efforts with broader brand strategies.
- Handle crisis communication and provide timely, strategic responses to media inquiries.
- Organize and manage press events, product launches, and other promotional activities.

- Stay updated on industry trends and competitor activities to maintain a competitive edge.

Job Offer

- International work environment
- Hybrid work available
- Flextime available
- Career growth opportunities

If you are a PR professional ready to take the next step in your career, we encourage you to apply for this exciting opportunity 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 Brand PR Specialist should have:

- A degree in marketing, communications, public relations, or a related field.
- Proven experience in public relations within the retail industry or a similar field.
- Experience in RTW fashion.
- Experience in retail, PR, and marketing.
- The ability to work effectively under pressure and manage multiple projects.
- Exceptional organizational and interpersonal skills.
- Native level Japanese and Business level English

Company Description

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