



## PR/087066 | Sr. PR & Marketing Manager

### Job Information

#### Recruiter

JAC Recruitment USA

#### Job ID

1568088

#### Industry

Amusement, Entertainment

#### Job Type

Permanent Full-time

#### Location

United States

#### Salary

Negotiable, based on experience

#### Refreshed

February 3rd, 2026 10:02

### General Requirements

#### Minimum Experience Level

Over 6 years

#### Career Level

Mid Career

#### Minimum English Level

Native

#### Minimum Japanese Level

None

#### Minimum Education Level

Associate Degree/Diploma

#### Visa Status

No permission to work in Japan required

### Job Description

#### POSITION SUMMARY

This is an exciting opportunity for professionals passionate about the gaming industry. The role combines strategic marketing and public relations to elevate brand visibility and engage global audiences. You will lead initiatives from planning to execution, manage campaigns, and mentor a talented team—all while working at the forefront of a dynamic and creative sector.

### RESPONSIBILITIES

- **Develop and implement marketing and PR strategies:**

Create comprehensive plans that include clear objectives, timelines, budgets, and KPIs. Ensure alignment with overall business goals and adapt strategies based on market trends and performance data.

- **Build and maintain relationships with media, influencers, and partners:**

Proactively engage with press outlets, gaming journalists, and social media influencers to secure coverage and partnerships. Foster long-term relationships that enhance brand credibility and visibility.

- **Plan and execute campaigns, monitor KPIs, and analyze performance:**

Oversee end-to-end campaign management, from concept development to post-launch analysis. Track metrics such as engagement, conversion rates, and ROI to optimize future initiatives.

- **Oversee social media strategy and content creation:**

Develop engaging content tailored for platforms like Twitter, Instagram, and TikTok. Ensure consistent brand voice and leverage analytics to refine posting schedules and audience targeting.

- **Lead and guide a team of marketing and PR professionals:**

Provide mentorship, set clear goals, and conduct regular performance reviews. Encourage creativity and collaboration while maintaining accountability for deliverables.

#### REQUIREMENTS or QUALIFICATIONS

- **Bachelor's degree in Marketing, Business, or related field, or 5+ years of experience in entertainment or gaming:**

Strong academic foundation or equivalent hands-on experience in marketing roles within dynamic industries.

- **Strong media connections and excellent communication skills:**

Ability to pitch stories effectively, negotiate partnerships, and represent the brand confidently in public forums.

- **Ability to manage deadlines and budgets effectively:**

Proven track record of delivering projects on time and within budget, even under tight timelines.

- **Proficiency in Google Suite and Microsoft Office:**

Comfortable using tools for presentations, data analysis, and collaborative planning.

- **Willingness to travel internationally several times per year:**

Flexibility to attend global gaming events, trade shows, and partner meetings

- **Business level speaking and writing skill in Japanese is plus.**

**SALARY** USD 120,000-150,000

**LOCATION** Santa Ana, CA

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

#### BENEFITS

- Health, Dental & Vision
- 401(k) plan
- Paid holidays & sick leave
- Discretionally Year-end bonus (TBD) may be available

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### Company Description