



【920～1400万円】 Consumer Global PR Senior Manager

トレンドマイクロ株式会社での募集です。PRのご経験のある方は歓迎です。

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

トレンドマイクロ株式会社

Job ID

1573426

Industry

Software

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

9 million yen ~ 14 million yen

Work Hours

09:00 ~ 17:30

Holidays

【有給休暇】有給休暇は入社後3ヶ月目から付与されます 初年度15日、最大（6年目～）25日。但し初年度は入社月により調整【休...

Refreshed

April 16th, 2026 00:00

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2350505】

<Position Overview>

The Global PR Senior Manager / Manager (depending on experience) will play a pivotal role in executing Trend Micro's public relations initiatives in Japan and other key markets managing key programs that enhance brand visibility and support business objectives. This role will coordinate cross regional campaigns manage media relations drive tactical execution of global PR strategies and support analyst relations activities with cybersecurity industry research firms.

<Key Responsibilities>

■Program Management

- Execute Japan and other key market PR campaigns for product launches research reports and corporate announcements
- Manage day to day media relations including pitch development press release creation and media inquiry response
- Coordinate PR activities across regions to ensure consistent messaging and maximum impact
- Support executive visibility programs including speaking opportunities awards and media interviews
- Develop and maintain PR content including press materials fact sheets and spokesperson briefings

■Media Influencer Relations

- Build and maintain relationships with key technology business and trade media in Japan and other key markets
- Identify and pursue strategic media opportunities aligned with business priorities
- Manage media monitoring and coverage reporting across all regions
- Coordinate with regional PR teams to amplify local stories for global impact
- Support crisis communications response and issues management as needed

■Analyst Relations Industry Research

- Support engagement with cybersecurity industry analysts and research firms (Gartner Forrester IDC Canalys etc.)
- Coordinate PR activities around analyst report launches Magic Quadrants Waves and other industry evaluations
- Develop communications strategies to amplify positive analyst findings and Trend Micro's market positioning
- Collaborate with Analyst Relations team to prepare briefing materials and key messages for analyst interactions
- Support the creation of PR narratives around third party validation and industry recognition
- Manage relationships with cybersecurity focused research organizations and threat intelligence communities

■Cross functional Collaboration

- Partner with Product Marketing on launch communications and technical storytelling
- Work with Marketing Communications and Content Marketing to align PR narratives with broader content strategy
- Collaborate with Social Media team on integrated campaign execution

Support Regional Marketing PR and Sales teams with localized PR needs and materials

- Partner with Threat Research team to publicize security research findings and threat intelligence reports

■Performance Reporting

- Track and analyze PR metrics including media coverage share of voice and message penetration
- Prepare regular reports on PR performance and campaign results
- Manage PR measurement tools and media monitoring platforms
- Identify trends and insights to optimize PR strategies and tactics
- Monitor analyst mentions and industry report coverage to measure influence and impact

<Job Appeal>

- As a PR representative for Trend Micro which boasts the No.1 market share for security products domestically and internationally you will have the opportunity to plan and execute PR communication strategies.
- Trend Micro operates in over 30 countries and regions worldwide making collaboration with global PR members a crucial aspect of the role.
- You will also be involved in driving projects that impact the entire global PR strategy.

Required Skills

[Required Qualifications]

- 10 years of PR/communications experience preferably in software IT industry
- Strong media relations skills with established journalist relationships
- Excellent writing and editing abilities across various content formats
- Experience managing complex multi stakeholder projects
- Understanding of cybersecurity industry and enterprise technology trends
- Familiarity with major industry analyst firms and their research methodologies
- Language capabilities: Japanese and English (business proficiency in both)

[Preferred Qualifications]

- Experience working in global or multi regional PR roles
- Background in cybersecurity cloud computing or enterprise software sectors
- Direct experience with analyst relations or working with industry research firms
- Familiarity with APAC EMEA and Americas media landscapes
- Digital PR and social media experience
- PR agency background
- Understanding of cybersecurity threat landscape and technical concepts
- Second language capabilities (Mandarin)
- Bachelor's degree in Communications Public Relations Journalism or related field

Company Description

コンピュータ及びインターネット用セキュリティ関連製品・サービスの開発・販売