



PR Manager

ゼニア・ジャパン株式会社での募集です。販売促進（SP）のご経験のある方は歓迎...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

ゼニア・ジャパン株式会社

Job ID

1576493

Industry

Apparel, Fashion

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 7.5 million yen

Work Hours

09:30 ~ 18:00

Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 土 日 祝日 年末年始 ...

Refreshed

February 5th, 2026 16:56

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

【求人No NJB2341574】

MISSION OF THE ROLE

Lead the Japan organization to manage a 360 degree of marketing touchpoints to facilitate the influence of Zegna brand aligned with HQ brand positioning and global initiatives. Apply Local relevance to Global strategies.

Brand Communication

1. Develop and execute brand image media and PR strategies for the Japan market in alignment with global business objectives.
2. Secure impactful editorial coverage through HQ led initiatives brand enhancing features and locally relevant storytelling.
3. Ensure consistency in internal and external brand communication in full compliance with the global communication framework.

PR Media Relations

1. Act as a brand ambassador representing Zegna across key communication channels to elevate brand perception.
2. Build and maintain strong relationships with media representatives in Japan.
3. Plan and implement PR activities · including press events reader engagements and promotional initiatives · tailored to market needs.
4. Work with PR agencies to manage sample inventory and maintain a comprehensive PR calendar covering events press releases digital activations and editorial content.
5. Monitor and evaluate the impact of PR campaigns through qualitative and quantitative analysis of media coverage.

Community Activation VIP Experience

1. Lead the planning and execution of high end client events brand activations and VIP experiences leveraging brand spaces and activations
2. Design and deliver exceptional guest experiences that strengthen brand equity and foster long term relationships with both existing and emerging clients.
3. Personally engage with and influence cultural figures and institutions across art music gastronomy fashion luxury and design · connecting with artists entrepreneurs innovators and purpose driven individuals shaping contemporary culture.
4. Utilize brand led experiences and cultural engagement to attract new clients and expand the brand's reach within relevant communities.

Cross Functional Collaboration

1. Collaborate closely with Marketing Retail and Merchandising teams to ensure alignment and consistency in brand messaging.
2. Partner with CVM and Retail teams to identify and activate community driven client acquisition opportunities.

Success Metrics

While the role is strategic and experience driven success may be evaluated through:

1. Increased brand awareness and earned media value
2. Acquisition of new clients through media exposure and brand led experiences
3. Quality and cultural relevance of community activations and VIP engagements
4. Strengthened relationships and retention of existing clients through cultural influence and personalized experiences

Required Skills

CANDIDATE PROFILE

EDUCATION AND EXPERIENCE

1. Minimum 7 years of experience in PR brand communication ideally within a luxury brand or PR/advertising/creative agency
2. Proven experience in media relations editorial planning celebrity culture and community management
3. Exposure to high end client engagement cultural events or brand activations
4. Driven detail oriented communicator with a deep passion for luxury fashion and a strong awareness of cultural trends.
5. Thrives in fast paced high volume and collaborative environments bringing a proactive can do mindset to every challenge.
6. Combines meticulous organizational skills with creativity equally comfortable managing samples with precision and building strong relationships with editors and stakeholders.
7. Possesses a refined sense of style and a clear understanding of exceptional presentation consistently delivering to the highest standards expected in the luxury industry.
8. Strong communication and presentation skills with the ability to collaborate across teams and with external partners
9. Passionate about the luxury fashion and retail industry
10. Fluent in Japanese (native level) and comfortable using English in professional settings including written communication meetings and collaboration with global teams
11. Proficiency in Microsoft Office; familiarity with digital marketing tools and platforms

PERSONAL TRAITS

1. Excellent interpersonal skills and ability to build relationships with media retail teams and creative communities
2. Hands on and proactive with a strong sense of ownership and attention to detail
3. Business and customer oriented mindset with a focus on delivering impactful brand experiences
4. Creative curious and culturally engaged with an interest in art design fashion and lifestyle
5. Motivated to grow into a broader strategic role while contributing to a collaborative team environment

Company Description

■高級紳士服の製造・卸販売企業