



## Senior Digital Communication specialist

日本ロレアル株式会社での募集です。 デジタルマーケティングのご経験のある方は歓迎...

### Job Information

**Recruiter**

JAC Recruitment Co., Ltd.

**Hiring Company**

日本ロレアル株式会社

**Job ID**

1581311

**Industry**

Daily Necessities, Cosmetics

**Company Type**

International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

5 million yen ~ 9 million yen

**Work Hours**

09:00 ~ 17:45

**Holidays**

【有給休暇】入社月により初年度日数異なります 【休日】完全週休二日制 土 日 祝日 GW 夏季休暇 年末年始 入社初年度  
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**Refreshed**

March 19th, 2026 06:00

### 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 NJB2363190】

★Key Job Accountabilities 主要職務

This Senior Digital Communication specialist position will primarily focus on the LRP brand.

Leveraging a deep understanding of both the mass market and dermatological skincare landscapes this role will analyse consumer needs market trends and competitor strategies to drive sustainable growth for brand.

#### Digital Communication (La Roche Posay) :

- To define plan and implement full funnel brand digital communication strategy in consistency from advocacy to digital and review media with the international strategy.
  - Increase the brand awareness equity with high trust score as a skincare brand.
  - Develop contents to enrich online and offline communications and drive sales objectives. Gather local needs and find relevant creative partners
  - Implement efficient PR/digital touch point and monitor ROI with media and influencer agencies.
  - Link digital communication to BTQ/SHOP to bring traffic.
  - Represent and be the brand spokesperson for external targets including celebrities KOLs beauty experts and key media (including traditional and digital publishers) .
  - Organize Brand PR events with good brand executions.
  - Maintain and protect the brand's reputation anticipate and manage crisis.
  - Analyze brand's and competitors' interactive activity to make recommendations to management
  - Ensure a strong presence on social media with a deep understanding of each network's specificities and consumers' expectations
  - Collaborate with HQ digital team to optimize the actions in Japan
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#### Required Skills

##### ◇ Must Have Aspects 必須項目

- English language skills: Intermediate or higher

##### ◇ Preferred qualification

- Experience in digital communication experience combined with a science based educational background
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#### Company Description

化粧品・香水・ヘアケア製品等の輸入・製造・販売及びマーケティング事業