



Senior Account Executive - PR Agency

Job Information

Recruiter

[Advisory Group K.K.](#)

Job ID

1607893

Industry

Advertising, PR

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 18th, 2026 16:50

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Responsibilities

- Manage day-to-day communication with clients and support the development of strong, trusted client relationships.
- Plan and execute digital and social media campaigns across channels including social media, influencer marketing, paid media and content marketing.
- Develop social media strategies, content plans and editorial calendars based on client objectives.
- Coordinate with internal creative, strategy and account teams to deliver integrated campaigns.
- Manage influencer and creator engagement, including research, outreach and campaign coordination.
- Monitor campaign and social media performance, analyze results and provide actionable recommendations for

improvement.

- Support paid media activity and help optimize campaigns based on performance data.
- Conduct digital audits, competitor research and social listening to identify trends and opportunities.
- Stay up to date with social media platforms, algorithm changes, digital marketing trends and emerging technologies.
- Manage multiple client projects simultaneously, ensuring deadlines and quality standards are met.
- Support and provide guidance to junior team members when required.

Required Skills

- Approximately 2–3 years of professional experience in digital marketing, social media, communications, PR or a related field.
- Hands-on experience managing social media channels and digital campaigns.
- Strong understanding of major social platforms and how brands can use them effectively.
- Experience with one or more of the following:
 - Social media marketing
 - Content marketing
 - Influencer / creator marketing
 - Paid digital media
 - Community management
- Ability to communicate confidently with clients and manage projects with limited supervision.
- Strong writing, editing and content development skills.
- Comfortable working with campaign data, analytics and performance reporting.
- Strong interest in digital trends, social media culture and emerging technologies.
- Familiarity with AI tools and their application to digital marketing is highly advantageous.
- Basic to strong understanding of creative/design tools such as Canva, Photoshop or similar platforms is preferred.
- Ability to manage multiple projects and priorities in a fast-paced environment.
- Proactive, curious and comfortable taking ownership of work.
- Strong communication and teamwork skills.

Company Description