# 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**
November 24th, 2026 00:00

## General Requirements

**Minimum Experience Level**
Over 1 year

**Career Level**
Entry Level

**Minimum English Level**
Business Level

**Minimum Japanese Level**
Fluent Level

**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