



Understanding People

Senior PR Manager | Media Relations シニアPRマネージャー メディアリレーションズ

Lead Japan Media Relations

Job Information

Recruiter

Specialized Group

Job ID

1607924

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 18th, 2026 17:45

General Requirements

Minimum Experience Level

Over 10 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Senior PR Manager | Media Relations シニアPRマネージャー メディアリレーションズ

Our client, a company in the food and beverage sector focusing on online food delivery and e-commerce, is seeking a Senior PR Manager to enhance brand visibility across Japan's media landscape. This role offers the opportunity to lead proactive media engagement and execute modern digital PR tactics, ensuring the brand is recognized as a vital part of Japan's local infrastructure.

Key Responsibilities:

- Lead proactive media engagement with major dailies and trade press
- Customize global messaging into culturally resonant Japanese narratives
- Develop high-quality Japanese press kits for broadcast media
- Manage execution of press conferences and media meetings

- Oversee daily media clipping and sentiment analysis
- Draft immediate official statements for media during crises
- Build and sustain relationships with influential media personnel
- Work cross-functionally to develop stories around the brand ecosystem

Qualifications:

- 10+ years PR experience in Japanese market
- Proven success in organizing large-scale press conferences in Japan
- Strong business English proficiency
- Ability to write press releases and company overviews
- Experience with Japanese media relations and engagement
- Familiarity with digital PR tactics
- Experience in crisis communication and media monitoring
- Knowledge of Japanese cultural nuances in communication

Company Description