

Public Relations Manager

Job Information

Recruiter
JAC International Co., Ltd.

Job ID
1614373

Industry
Other (Consulting and Professional Services)

Company Type
Large Company (more than 300 employees) - International Company

Non-Japanese Ratio
Majority Japanese

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
10 million yen ~ 13 million yen

Salary Bonuses
Bonuses paid on top of indicated salary.

Refreshed
November 20th, 2026 08:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Daily Conversation Level (Amount Used: English usage about 25%)

Minimum Japanese Level
Native Level

Minimum Education Level
Associate Degree/Diploma

Visa Status
Permission to work in Japan required

Job Description

Media Relations Strategy & Execution

- Develop and execute the overall PR strategy, including mid-term roadmaps, annual communication plans, and priority media targeting.
- Establish, manage, and analyze KPIs, prepare reports, and present key findings.
- Respond to media inquiries and proactively secure media coverage through targeted outreach.
- Plan and manage media events and press briefings.
- Build and maintain strong relationships with key media contacts, including editors and journalists.
- Lead crisis communications and reputation management efforts.

- Build relationships with senior executives and key internal stakeholders to support communications initiatives.
- Manage and leverage external resources, including PR agencies and vendors.

Press Release & External Communications

- Draft and review press releases, executive statements, and other external communications.
- Coordinate with internal departments and global teams while overseeing approval processes.
- Review a variety of externally facing communication materials.

Branding & Marketing Communications

- Plan and execute PR initiatives to support the Japan business and priority business areas in coordination with other internal marketing teams.
- Drive integrated communications activities, including advertising, social media, and promotional campaigns.
- Lead PR and marketing initiatives in collaboration with global teams.

Team Leadership & Management

- Oversee day-to-day team operations, including workload management, coaching, development, and performance management.
- Collaborate closely with senior leadership and cross-functional teams across the organization.

Required Skills

- 6+ years of experience in corporate communications/public relations, or client-facing experience at a PR agency.
- Proven track record of building strong media relationships across newspapers, magazines, television, and other major media outlets.
- Experience writing, editing, and reviewing external communications materials such as press releases.
- Native-level Japanese language proficiency.
- Professional-level English skills, including hands-on business experience in English.
- TOEIC score of 800+ or equivalent English proficiency.

Company Description