PR Specialist

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Global Premium Fashion Brand

Job ID
1617208

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
5 million yen ~ 6 million yen

Refreshed
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General Requirements

Minimum Experience Level
Over 3 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

The brand is looking for a PR Specialist to join its PR & Communication team in Japan.

This position will take primary responsibility for PR and communication activities for the brand in Japan, working closely with the PR & Communication Manager and collaborating with creative, influencer, event, e-commerce, commercial and sales teams.

The role offers a broad scope across PR, media relations, content creation, influencer marketing, local shoots, advertorials and events, making it particularly suitable for someone who enjoys combining creative thinking with hands-on execution.

Key Responsibilities
PR & Brand Communications
- Support and execute the overall PR and communication strategy for the brand in Japan
- Build and maintain relationships with relevant media, editors, stylists, influencers and other external partners
- Help manage and strengthen the brand's public image and brand positioning in the Japanese market
- Coordinate PR activities in alignment with global brand direction and local market needs

- Support magazine advertorial planning and other media initiatives

Content Creation
- Research and propose creative concepts for local content and photoshoots
- Develop moodboards and creative briefs in line with the brand identity
- Coordinate with photographers, creative agencies and other external partners
- Support shoots from initial concept through execution, editing and final delivery
- Ensure local content maintains a consistent and high-quality brand image

Influencer Marketing
- Research relevant influencers and potential partnerships for the brand
- Plan influencer content and prepare creative concepts and moodboards
- Coordinate with influencers, agencies and internal stakeholders
- Support the execution of influencer campaigns and content initiatives

Events & Cross-functional Collaboration
- Support the planning and execution of PR events, launches and other brand activities
- Work closely with the wider PR & Communication team
- Coordinate with internal stakeholders including HQ, e-commerce, commercial and sales teams
- Manage multiple projects simultaneously in a fast-paced environment
- Support budget planning and management for relevant PR activities

Employee Benefits:
退職金制度（規定あり）
語学学習サポート制度
研修制度充実
髪型・ネイル自由（デリケートな素材のウェアもあるため、パールやストーンのネイルは不可）
社員特別割引（50%OFF）
制服として当社ブランドの服を支給（年2回）
朝食を兼ねたミーティングを行う場合に1人500円分を補助
育児時短勤務制度
結婚祝い金※規定あり
出産祝い金※規定あり

Required Skills

Essential
- Approximately 3?5 years of professional experience in PR, communications, fashion/lifestyle marketing, a creative agency, media agency or related area
- Good understanding of PR, media relations and communication strategy
- Experience or strong understanding of influencer marketing and social media
- Experience coordinating content, campaigns, shoots, events or other creative projects
- Strong communication and interpersonal skills with the ability to develop relationships with both internal and external stakeholders
- Creative mindset combined with strong attention to detail
- Strong organizational and project-management capabilities
- Comfortable managing several projects and changing priorities simultaneously
- Proactive and hands-on approach to work
- Ability to collaborate effectively within a young, dynamic and fast-paced team
- Japanese and English language skills sufficient to operate effectively with both local stakeholders and international colleagues

Preferred
- Experience within fashion, retail, lifestyle, watches, jewelry, beauty or another consumer-facing industry
- Previous experience working with fashion or lifestyle media
- Existing relationships with relevant media, influencers, stylists or creative partners in Japan
- Experience with a fashion, premium or luxury brand
- Agency experience managing fashion, lifestyle, retail or premium consumer clients
- Familiarity with social media platforms, content management systems and creative/graphic design tools
- Experience working with international or European headquarters

Company Description

新たに日本マーケットに参入される外資系企業や、日本でさらなるビジネス拡大をお考えの外資系企業のお客様に、私たちは最適な採用サポートを提供いたします。1975年に英国初の日系人材紹介会社としてロンドンで創業し、その後シンガポール、日本、マレーシア、インドネシア、タイ、中国の7カ国（また2011 年には香港・韓国にも拠点を新設予定）でグローバル人材紹介会社として事業を拡大してきたジェイ エイ シーは、そのバックグラウンドから、海外文化への深い理解を持ち合わせています。グローバルに事業を展開する日系人材紹介会社のリーディングカンパニーとして、私たちは他に類のない人材ネットワークから、日本人の優秀なバイリンガル人 材や外国人のプロフェッショナル人材をご提供することが可能です。幅広い業種、職種においてのエキスパートである当社のネイティブあるいはバイリンガルコ ンサルタントが皆様のパートナーとなり、適材適所で人材のご紹介をいたします。ジェイ エイ シーが築いてきた特有の歴史、文化、そしてグローバルマーケットでの強みを揺ぎない核として、日本マーケットで躍動する外資系企業のお客様のニーズにさら に的確にお答えするために、ジェイ エイ シー インターナショナルは誕生しました。私たちはアジアやヨーロッパのJAC Recruitment Group海外各社と緊密に連携を取り、お客様の真のニーズを把握した上で、最適なキャンディデイトをご紹介いたします。

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We provide specialized proactive recruitment support tomultinational clients who are setting up new operations or areexpanding existing business and seeking further growth in theJapanese market.As the first Japanese recruitment company to set up operations in theUK in 1975, understanding foreign cultures is second nature to us.With our extensive global network and historically leading position asrecruitment consultancy to Japanese corporations, we have access toan unrivaled pool of bilingual Japanese and foreign professionals.Our professional consultants are experts in a range of Industries andfunctions and all have extensive multicultural experience.Based on JAC's unique history, culture and market strength, JACInternational was founded to provide dedicated support to ourmultinational corporate clients in Japan.

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