OUTBLAST

Luxury Influencer & PR Executive | ¥3.6M+ | Hybrid

Lead a 350+ luxury influencer network

Job Information

Hiring Company
Outblast

Job ID
1618739

Industry
Digital Marketing

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards, Chiyoda-ku

Train Description
Hanzomon Line, Hanzomon Station

Salary
3.5 million yen ~ Negotiable, based on experience

Work Hours
40 hours per week (core time 11:00 to 15:00)

Refreshed
November 18th, 2026 03:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

OUTBLAST is an international marketing agency supporting European luxury brands on the Japanese market, with 17 years of presence in Tokyo. To support the agency's continued growth, we are hiring an Influencer & Press Relations Executive.

ROLE OVERVIEW

As Influencer & Press Relations Executive at OUTBLAST, you will take our Luxury Influencer Program to the next level and develop our Digital PR network. You will nurture a network of influential media and social personalities capable of supporting

the development of European luxury brands in Japan, working closely with the Country Manager and Account Managers.

This is a hands-on, relationship-driven role focused on influencers, digital press and execution in a fast-paced, international environment.

MISSIONS & RESPONSIBILITIES

Luxury Influencer Program

- Animate and expand our network of 350+ specialized influencers and help them perform for our clients.

- Each month, select the right influencers for every brand collaboration, from brief to published content.

- Identify, recruit and negotiate with high-profile influencers.

- Vet creators on audience quality (fake followers, gender, location, age) and keep the database up to date.

Digital PR & Media Relations

- Build relationships with digital media, editors and journalists in luxury, fashion and beauty.

- Coordinate the publication of monthly press releases and report on coverage.

Performance Monitoring & Reporting

- Track performance per creator and per campaign, and share insights with the teams and clients.

- Set clear selection criteria and propose improvements to the program.

PRACTICAL INFORMATION

- Location: Tokyo (3 minutes' walk from Hanzomon station)

- Work format: Hybrid working model, 5 days per week (Monday to Friday) with 2 days in the office

- Working hours: 40 hours per week (core time 11:00 to 15:00)

- Contract: Permanent full-time position

- Compensation: Salary starting from JPY 3.6M per year, depending on experience

- Start date: As soon as possible

- Benefits: transportation costs paid at cost, lunch paid by the company on office days, language learning allowance

Required Skills

- Native-level Japanese and business-level English.

- 1-4 years of experience in influencer marketing, PR or social media, ideally in luxury, fashion or beauty.

- A network of creators and/or media in Japan is a plus.

- Strong organizational skills, able to manage many relationships and deadlines at once.

- A good eye for luxury aesthetics and brand tone.

Company Description