

Senior PR& Communication Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Leading Global Luxury Fashion Maison

Job ID
1619598

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

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

A globally recognized luxury fashion and leather goods maison is seeking a Senior PR & Communications Manager to join its Communications team in Japan.

The role is responsible for increasing brand awareness, visibility, and desirability across earned, owned, and paid media channels.
The successful candidate will lead PR activations, media strategy, influencer and VIP engagement, events, and integrated communication campaigns while working closely with regional and global stakeholders.

Key Responsibilities
1. PR & Communications
- Develop and execute editorial and PR strategies to increase brand visibility and desirability.
- Lead integrated communication campaigns supporting key collections and brand initiatives.
- Plan and execute media partnerships, special features, press presentations, and brand events.
- Build and maintain strong relationships with editors, stylists, influencers, KOLs, and industry stakeholders.
- Develop press materials and secure high-impact editorial coverage.

- Identify partnership opportunities and emerging cultural trends relevant to the brand.
- Manage and develop PR team members.

2. Media Strategy & Planning
- Develop and implement holistic media strategies across paid, owned, and earned channels.
- Identify target audiences and optimize media plans accordingly.
- Collaborate with media agencies and external partners to secure premium placements.
- Monitor market trends, competitive activity, and evolving media landscapes.

3. Campaign Management & Performance
- Oversee campaign execution from planning through post-campaign analysis.
- Track KPIs and optimize campaigns to maximize effectiveness and ROI.
- Prepare performance reports and strategic recommendations for stakeholders.
- Manage media budgets and ensure efficient allocation of resources.

4. VIP & Influencer Relations
- Identify and cultivate relationships with relevant VIPs, influencers, and cultural tastemakers.
- Secure participation and visibility opportunities for brand events and initiatives.
- Coordinate product seeding, gifting, and dressing opportunities.
- Monitor influencer content and campaign performance.

Employee Benefits:
- Social insurance
- Transportation allowance
- Flexible working environment
- Career development opportunities

Required Skills

Experience:
- Minimum 10 years of experience in fashion, music or art related communication and media
- Luxury Retail / Fashion experience is not mandatory but is a plus
- Knowledge and connection of fashion related interests such as music, art, culture, architect is a plus

Competencies:
- Solid understanding of PR and Media activations
- Fashion, Art, and Culture savvy
- Demonstrates strong knowledge and curiosity to social and digital trends
- Curiosity to learn and eager to try new ideas
- Passion for fashion and other cultures
- Analytical and multitasking skills
- Result oriented, detail oriented and highly organized
- Excellent written and verbal communication skills
- Natural communicator and connector
- Ability to interact with all levels of the organization including senior leadership and retail associates
- Team Player

Languages: Japanese and English

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- Business School, University or “equivalent experience”
- Degree in Marketing and/or Communication is a plus

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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