

【1000 ~ 1400万円】Brand Communication Manager

クラランス株式会社での募集です。 メディカルマーケティング・プロダクトマネジメ...

Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
クラランス株式会社

Job ID
1624254

Industry
Daily Necessities, Cosmetics

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
10 million yen ~ 14 million yen

Work Hours
09:30 ~ 18:00

Holidays
【有給休暇】有給休暇は入社後4ヶ月目から付与されます 入社後3ヵ月後に、入社月により付与（0 10）【休日】完全週休二日制 …

Refreshed
November 26th, 2026 16:07

General Requirements

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

【求人No NJB2372449】
◇Business impact:
The Brand Communications Manager is critical in accelerating Clarins' "Beyond Boundaries" strategy by strengthening brand desirability and market relevance in Japan directly influencing customer acquisition cross channel sales uplift and successful local activation of global initiatives.

◇Job Summary:
Lead and execute a 360° communications strategy（PR Social Paid Events）for Clarins Japan integrating Earned Owned and Paid channels to drive awareness engagement and purchase intent while managing a communications team and liaising with Global HQ and APAC.

◇Key Figures and Business Metrics:
Audience reach targets / KPIs: Brand Lift Reach CTR ROAS EMV Engagement Follower Growth
Commercial touchpoints influenced: national retail counters E・commerce LINE shop digital channels media partnerships.

Mission 1: Communication Strategy Planning Execution
・Develop the annual brand communication plan and oversee cross functional execution across PR social media advertising influencers and events.
・Design market optimized strategies for Japan based on global brand guidelines.
・Plan integrated 360° communication for product launches and campaigns（Earned + Owned + Paid）.

Mission 2: Paid Media Digital Strategy
・Create advertising strategies that balance brand communication objectives with product sales maximization in full funnel to boost new customer recruitment in both on off line.
・Lead media planning creative brief development and agency direction.
・Conduct performance analysis（Brand Lift CTR Reach ROAS etc.）report to APAC counter parts and run PDCA cycles.
・Plan Paid・Organic synergies aligned with SNS content.

Mission 3: PR Media Relations（Primary responsibility: PR Manager）
・Build and maintain long term relationships with beauty and luxury media.
・Plan and manage press releases media caravans product presentations and interviews.
・Design Paid PR initiatives（digital native article partnerships magazine collaborations）and measure their effectiveness.
・Select influencers/KOLs who fit the brand build medium to long term relationships manage seeding and measure impact.

Mission 4: Social Media Influencer Strategy（Primary execution: Assistant Communications Manager）
・Plan operate and direct content for official Instagram LINE Facebook and X accounts.
・Design SNS campaigns and track KPIs（EMV Engagement Follower Growth etc.）.
・Ensure tone manner alignment with global communications.

Mission 5: Brand Experience Events（Future scope）
・Conceptualize and produce media and KOL facing events（both physical and digital）.
・Provide high quality creative direction that embodies the brand DNA.

Mission 6: Global Collaboration Reporting
・Prepare monthly reports for HQ/APAC and share campaign outcomes.
・Propose and execute localization of global brand campaigns.
・Drive media strategy and asset usage in line with HQ directives.

Mission 7: Budget Governance Responsibilities
・annual budget build and proposal; monthly/quarterly spend tracking and reforecasting; ROI and ROAS reporting to HQ/APAC; ensuring spend compliance with corporate procurement and contracting policies.

Mission 8: Team Management
・Set goals evaluate and develop 1 PR Manager 1 Communications Assistant Manager and 1 Communication Associate.
・Implement team workflows and project management processes.
・Promote cross functional collaboration with Marketing E commerce CRM Retail and other teams.
・Support skill development and maintain team motivation.

Required Skills

・ Background including total years of experience:
10 years of relevant experience in brand communications Media digital marketing or agency side account management.
Proven experience managing integrated Earned/Owned/Paid campaigns leading cross functional projects and working with HQ/regional stakeholders.
Experience in beauty luxury or FMCG preferred

・ Soft and Leadership Skills :
Excellent beauty sensibility ・ a refined aesthetic judgement and up・to・date understanding of beauty trends product textures visual storytelling and consumer preferences in the beauty/luxury space.
Excellent stakeholder management: ability to collaborate with HQ APAC internal teams（Marketing E・commerce Retail CRM）and external agencies.
Team leadership: coaching objective setting performance management and talent development.
Strong project management and organizational skills; able to prioritize and manage multiple campaigns simultaneously.
Creative problem solving resilience and ability to work in a fast・paced environment.
High standards of professionalism cultural sensitivity and brand stewardship.

・ Technical Skills:
Proven experience in media planning and buying processes plus agency briefings and vendor management.
Data driven: familiarity with performance metrics（Brand Lift CTR Reach ROAS）basic analytics and dashboarding tools（GA4 Meta Ads Manager etc.）.
Social media management platforms and scheduling tools and social listening/measurement tools.
Influencer management platforms and EMV calculation familiarity.
Strong copywriting and creative brief development skills; experience with content production workflows（photo/video）.
Budget planning and financial tracking skills（Excel fluency; experience with budgeting tools）.
Basic knowledge of SEO SEA and CRM/retention marketing is an advantage.

・ Languages:
Japanese: Native
English: Business proficiency（ required ） ・ able to present to HQ/APAC and lead cross regional discussions.

Company Description

●「クラランス」ブランド化粧品の輸入卸および百貨店での販売