

【840 ~ 1050万円】PR Manager Consumer PR Earned Media

PRのご経験のある方は歓迎です。

Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
非公開

Job ID
1624437

Industry
Specialized Import, Export

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
8 million yen ~ 10 million yen

Work Hours
09:30 ~ 18:00

Holidays
詳細は求人ご紹介時にご案内いたします。

Refreshed
November 26th, 2026 16:08

General Requirements

Career Level
Mid Career

Minimum English Level
Fluent 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 NJB2408635】
◆Overview
Lead brand's social media strategy and capability driving audience growth community engagement and cultural relevance across key social platforms. This role combines strategic leadership team management creative excellence and performance accountability with the autonomy to shape how the company’s brands participate in culture and deliver measurable business impact.

◆Key Responsibilities
・Define and execute the overall social media strategy across relevant channels.
・Lead and develop the Social Media Executive and oversee agency partners responsible for analytics and reporting.
・Establish channel strategies content pillars audience growth plans and performance targets.
・Identify cultural trends and translate insights into social first campaigns content and brand initiatives.
・Build and nurture engaged communities creators influencers and cultural partnerships.
・Drive creative excellence by developing culturally relevant and platform native content strategies.
・Leverage analytics social listening and audience insights to optimize performance and inform decision making.
・Collaborate cross functionally with Brand PR CRM Consumer Experience Paid Media Legal Corporate Affairs and Global teams.
・Manage agency relationships and influence senior stakeholders through data driven recommendations and strategic leadership.
・Ensure all social activities comply with internal governance regulatory requirements and brand standards.

Required Skills

◆Experience Qualifications
■Essential
・5+ years or significant experience in social media content strategy creator marketing brand communications or digital marketing with evidence of leading strategy teams and measurable growth.
・Proven ownership of social strategy and delivery of audience engagement or brand growth outcomes.
・People leadership experience including developing direct reports and directing agency specialists.
・Deep understanding of major social platforms and how audience behaviour creative conventions community dynamics and measurement differ by channel.
・Strong knowledge of Japan’s cultural creator and digital landscape.
・Ability to translate cultural insight and performance data into creative commercial and investment decisions.
・Strong commercial judgement and the ability to connect social activity to wider brand and business objectives.
・Strong agency and stakeholder leadership including the ability to influence and communicate with senior audiences.
・Written and verbal English language proficiency.
・Japanese language capability is advantageous but not essential. Candidates must demonstrate the ability to operate effectively within Japan’s cultural creator and digital ecosystem working with local language specialists where required.
■Preferred
・Experience with premium consumer or lifestyle brands.
・Experience connecting social with CRM PR experiential marketing creators or paid media.
・Experience introducing new formats platforms tools or measurement approaches.
・Experience operating in a regulated or governance intensive environment.
・Experience working in Japan or within Japan’s cultural consumer creator and digital ecosystem.

Company Description

ご紹介時にご案内いたします