

BURBERRY

Public Relations Manager

ラグジュアリー/アパレル業界の中で経験のある方

募集職種

採用企業名

バーバリー・ジャパン株式会社

求人ID

1489874

業種

アパレル・ファッション

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

雇用形態

正社員

勤務地

東京都 23区, 中央区

給与

600万円 ~ 経験考慮の上、応相談

ボーナス

固定給+ボーナス

勤務時間

9:30~18:00 (フレックス制度あり)

更新日

2025年06月18日 02:00

応募締切日

2025年07月31日

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

日常会話レベル (英語使用比率: 50%程度)

日本語レベル

流暢

最終学歴

大学卒 : 学士号

現在のビザ

日本での就労許可が必要です

募集要項

Job Purpose:

To elevate brand awareness, strengthen market positioning, and drive business growth through strategic PR initiatives,

media engagement, and influencer partnerships for region Japan.

Key Responsibilities:**Public Relations (PR):**

- Develop and execute comprehensive PR strategies and tactical plans to enhance brand reputation, visibility, and revenue growth with a strong product focus.
- Build and maintain strong relationships with key media stakeholders, including journalists, editors, stylists, and influencers, to secure high-impact coverage.
- Monitor and analyze brand exposure, identifying opportunities for improvement and growth.
- Strengthen partnerships with local celebrities and influencers, integrating them into the brand's exposure strategy.
- Collaborate with UK headquarters and cross-functional teams (retail, merchandising, etc.) to align local PR efforts with global strategies while maximizing regional opportunities.
- Ensure cohesive integration with Bought and owned media channels to amplify campaign effectiveness.

VIP & Influencer Management:

- Oversee ambassador and influencer programs, ensuring high-quality product placement and authentic brand engagement.
- Cultivate and maintain strong relationships with VIPs, influencers, and their representatives to foster long-term partnerships.

スキル・資格**QUALIFICATIONS**

- Background: 10+ years of proven track record in fashion PR, event management and influencer marketing in luxury brands or PR agency with relevant experience are highly preferred
- Strategic Skills: Strong ability in planning, negotiation, and brand positioning.
- Industry Knowledge: Deep understanding of retail, branding, and digital marketing trends.
- Communication: Exceptional verbal and written communication skills.
- Attention to Detail: Highly organized with strong follow-up and execution capabilities.
- Passion: Keen interest in marketing, branding, technology, and digital communications.
- English and Japanese proficiency is a must

会社説明