



## PR/086837 | PR & Marketing Manager

### 募集職種

#### 人材紹介会社

JAC Recruitment USA

#### 求人ID

1552540

#### 業種

アミューズメント・エンターテインメント

#### 雇用形態

正社員

#### 勤務地

アメリカ合衆国

#### 給与

経験考慮の上、応相談

#### 更新日

2025年12月09日 03:00

### 応募必要条件

#### キャリアレベル

中途経験者レベル

#### 英語レベル

無し

#### 日本語レベル

無し

#### 最終学歴

短大卒：準学士号

#### 現在のビザ

日本での就労許可は必要ありません

### 募集要項

#### POSITION SUMMARY

A Japanese entertainment company is seeking a PR & Marketing Manager to lead campaigns, manage media and partner relations, and grow brand presence—especially in the gaming space. Ideal candidates have hands-on marketing experience and a strong understanding of gamer culture.

#### RESPONSIBILITIES

- \* Develop comprehensive marketing communication strategies, including objectives, budgeting, and tactical plans.
- \* Execute marketing initiatives and monitor their progress and effectiveness.
- \* Evaluate the impact of implemented marketing strategies through performance analysis.
- \* Define key performance indicators (KPIs) aligned with the marketing strategy.
- \* Build and nurture relationships with media representatives, influencers, and press contacts.

- \* Collect and analyze performance metrics to manage and report on KPIs.
- \* Assess the success of campaigns across earned and paid media channels.
- \* Maintain strong partnerships with first-party collaborators to ensure access to necessary resources.
- \* Coordinate with external PR agencies and internal PR teams within distribution partners.
- \* Craft engaging content for press releases, articles, and promotional materials.
- \* Lead the development and execution of social media strategies and content.
- \* Monitor market trends and competitor activities to identify growth opportunities.
- \* Supervise and support a team of marketing and PR professionals, offering mentorship and performance evaluations.

#### QUALIFICATIONS

- \* Bachelor's degree in Marketing, Business, or a related discipline from an accredited four-year institution, or equivalent experience with 5+ years in the entertainment or gaming industry.
- \* Well-established connections with traditional and/or digital media platforms.
- \* Excellent verbal and written communication skills, with strong presentation abilities.
- \* Highly organized with a keen eye for meeting deadlines and managing budgets effectively.
- \* Proficient in using productivity tools such as Google Workspace and Microsoft Office Suite.
- \* Willing and able to travel internationally multiple times per year.

BASE SALARY USD100,000-120,000 (DOE)

LOCATION Santa Ana, CA

WORK STYLE Hybrid (3 times/week in the office)

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