

MichaelPage

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Brand PR Specialist

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募集職種
人材紹介会社 マイケル・ページ・インターナショナル・ジャパン株式会社
求人ID 1560125
業種 広告・PR
雇用形態 正社員
勤務地 東京都 23区
給与 500万円 ~ 700万円
更新日 2025年10月01日 17:32
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 ビジネス会話レベル
日本語レベル ネイティブ
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

As a Brand PR Specialist, you will craft and execute compelling public relations strategies to enhance brand visibility and reputation within the retail industry. This role is ideal for individuals who thrive in fast-paced environments and have a passion for brand storytelling.

Client Details

This is an exciting opportunity to join a major organization in the retail industry. The company is known for its innovative approach to marketing and its commitment to delivering high-quality products to its customers.

Description

- Develop and implement PR strategies to increase brand awareness and engagement.
- Build and maintain strong relationships with media outlets, influencers, and key stakeholders.
- Create press releases, media kits, and other communication materials.
- Monitor and analyze media coverage to assess the effectiveness of PR campaigns.
- Collaborate closely with the marketing team to align PR efforts with broader brand strategies.
- Handle crisis communication and provide timely, strategic responses to media inquiries.
- Organize and manage press events, product launches, and other promotional activities.

- Stay updated on industry trends and competitor activities to maintain a competitive edge.

Job Offer

- International work environment
- Hybrid work available
- Flextime available
- Career growth opportunities

If you are a PR professional ready to take the next step in your career, we encourage you to apply for this exciting opportunity today!

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

スキル・資格

A successful Brand PR Specialist should have:

- A degree in marketing, communications, public relations, or a related field.
- Proven experience in public relations within the retail industry or a similar field.
- Experience in RTW fashion.
- Experience in retail, PR, and marketing.
- The ability to work effectively under pressure and manage multiple projects.
- Exceptional organizational and interpersonal skills.
- Native level Japanese and Business level English

会社説明

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