



PR/087066 | Sr. PR & Marketing Manager

募集職種

人材紹介会社

JAC Recruitment USA

求人ID

1568088

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

2026年02月03日 10:02

応募必要条件

職務経験

6年以上

キャリアレベル

中途経験者レベル

英語レベル

ネイティブ

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

This is an exciting opportunity for professionals passionate about the gaming industry. The role combines strategic marketing and public relations to elevate brand visibility and engage global audiences. You will lead initiatives from planning to execution, manage campaigns, and mentor a talented team—all while working at the forefront of a dynamic and creative sector.

RESPONSIBILITIES

- **Develop and implement marketing and PR strategies:**

Create comprehensive plans that include clear objectives, timelines, budgets, and KPIs. Ensure alignment with overall business goals and adapt strategies based on market trends and performance data.

- **Build and maintain relationships with media, influencers, and partners:**

Proactively engage with press outlets, gaming journalists, and social media influencers to secure coverage and partnerships. Foster long-term relationships that enhance brand credibility and visibility.

- **Plan and execute campaigns, monitor KPIs, and analyze performance:**

Oversee end-to-end campaign management, from concept development to post-launch analysis. Track metrics such as engagement, conversion rates, and ROI to optimize future initiatives.

- **Oversee social media strategy and content creation:**

Develop engaging content tailored for platforms like Twitter, Instagram, and TikTok. Ensure consistent brand voice and leverage analytics to refine posting schedules and audience targeting.

- **Lead and guide a team of marketing and PR professionals:**

Provide mentorship, set clear goals, and conduct regular performance reviews. Encourage creativity and collaboration while maintaining accountability for deliverables.

REQUIREMENTS or QUALIFICATIONS

- **Bachelor's degree in Marketing, Business, or related field, or 5+ years of experience in entertainment or gaming:**

Strong academic foundation or equivalent hands-on experience in marketing roles within dynamic industries.

- **Strong media connections and excellent communication skills:**

Ability to pitch stories effectively, negotiate partnerships, and represent the brand confidently in public forums.

- **Ability to manage deadlines and budgets effectively:**

Proven track record of delivering projects on time and within budget, even under tight timelines.

- **Proficiency in Google Suite and Microsoft Office:**

Comfortable using tools for presentations, data analysis, and collaborative planning.

- **Willingness to travel internationally several times per year:**

Flexibility to attend global gaming events, trade shows, and partner meetings

- **Business level speaking and writing skill in Japanese is plus.**

SALARY USD 120,000-150,000

LOCATION Santa Ana, CA

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

BENEFITS

- Health, Dental & Vision
- 401(k) plan
- Paid holidays & sick leave
- Discretionally Year-end bonus (TBD) may be available

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会社説明