Senior Account Executive - PR Agency

募集職種

人材紹介会社
Advisory Group株式会社

求人ID
1607893

業種
広告・PR

外国人の割合
外国人 少数

雇用形態
正社員

勤務地
東京都 23区

給与
経験考慮の上、応相談

更新日
2026年11月10日 20:00

応募必要条件

職務経験
1年以上

キャリアレベル
新卒・未経験者レベル

英語レベル
ビジネス会話レベル

日本語レベル
流暢レベル

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

Responsibilities

- Manage day-to-day communication with clients and support the development of strong, trusted client relationships.
- Plan and execute digital and social media campaigns across channels including social media, influencer marketing, paid media and content marketing.
- Develop social media strategies, content plans and editorial calendars based on client objectives.
- Coordinate with internal creative, strategy and account teams to deliver integrated campaigns.
- Manage influencer and creator engagement, including research, outreach and campaign coordination.
- Monitor campaign and social media performance, analyze results and provide actionable recommendations for

improvement.

- Support paid media activity and help optimize campaigns based on performance data.
- Conduct digital audits, competitor research and social listening to identify trends and opportunities.
- Stay up to date with social media platforms, algorithm changes, digital marketing trends and emerging technologies.
- Manage multiple client projects simultaneously, ensuring deadlines and quality standards are met.
- Support and provide guidance to junior team members when required.

スキル・資格

- Approximately 2–3 years of professional experience in digital marketing, social media, communications, PR or a related field.
- Hands-on experience managing social media channels and digital campaigns.
- Strong understanding of major social platforms and how brands can use them effectively.
- Experience with one or more of the following:
    - Social media marketing
    - Content marketing
    - Influencer / creator marketing
    - Paid digital media
    - Community management
- Ability to communicate confidently with clients and manage projects with limited supervision.
- Strong writing, editing and content development skills.
- Comfortable working with campaign data, analytics and performance reporting.
- Strong interest in digital trends, social media culture and emerging technologies.
- Familiarity with AI tools and their application to digital marketing is highly advantageous.
- Basic to strong understanding of creative/design tools such as Canva, Photoshop or similar platforms is preferred.
- Ability to manage multiple projects and priorities in a fast-paced environment.
- Proactive, curious and comfortable taking ownership of work.
- Strong communication and teamwork skills.

会社説明