

【840 ~ 1050万円】PR Manager Consumer PR Earned Media

PRのご経験のある方は歓迎です。

募集職種

人材紹介会社
株式会社ジェイ エイ シー リクルートメント

採用企業名
非公開

求人ID
1610444

業種
専門商社

会社の種類
外資系企業

雇用形態
正社員

勤務地
東京都 23区

給与
800万円 ~ 1000万円

勤務時間
09:30 ~ 18:00

休日・休暇
詳細は求人ご紹介時にご案内いたします。

更新日
2026年11月14日 15:00

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
流暢レベル

日本語レベル
ネイティブレベル

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

【求人No NJB2408635】
◆Role Purpose
The role is responsible for developing and executing a proactive earned media strategy that drives brand relevance credibility and earned reach across Japan. This role goes beyond managing agency deliverables. The successful candidate will continuously identify cultural trends media opportunities consumer conversations and emerging stories that the brand can authentically participate in. They will act as the internal expert on the Japanese media landscape translating brand activities consumer insights business initiatives and cultural moments into compelling earned media opportunities. The role requires a

connected communications professional who can independently build relationships with journalists editors creators bloggers and opinion leaders while driving agency partners to deliver exceptional results.

◆Key Accountabilities
■Earned Media Strategy Execution
・Develop and execute earned media plans that support brand and business objectives.
・Identify opportunities to generate earned reach beyond planned campaigns and launches.
・Translate business priorities consumer insights and brand initiatives into credible stories that attract media interest.
・Ensure a continuous pipeline of media opportunities throughout the year.
■Trend Spotting Opportunity Identification
・Monitor emerging cultural trends consumer behaviours media narratives and societal conversations.
・Identify relevant moments where the brand can authentically contribute to the conversation.
・Proactively recommend story angles partnerships and media opportunities that can increase brand relevance and visibility.
・Bring a newsroom mindset to communications planning continuously looking for opportunities to create timely and meaningful stories.
■Media Relations
・Build and maintain strong relationships with journalists editors bloggers creators and industry opinion leaders.
・Represent the company directly in media interactions briefings interviews and relationship building activities.
・Develop tailored pitches and media approaches that resonate with different media audiences.
・Serve as a trusted point of contact for consumer facing media opportunities.
■Story Development Content Creation
・Develop compelling narratives media materials press releases fact books briefing documents and media pitches.
・Transform brand activities events partnerships research and consumer insights into newsworthy stories.
・Collaborate with internal stakeholders to identify and unlock new storytelling opportunities.
■Agency Leadership Partner Management
・Lead and challenge agency partners to deliver proactive ideas rather than reactive execution.
・Set clear expectations and measurable outcomes for earned reach media engagement and relationship building.
・Foster a culture of innovation accountability and continuous opportunity development.
・Ensure agencies contribute strategic thinking trend identification and cultural insight alongside campaign support.
■Cross Functional Collaboration
・Partner closely with Brand Consumer Experience Digital and Social Media teams.
・Ensure PR is integrated into key campaigns and brand activities from the earliest stages of planning.
・Identify opportunities to amplify paid and owned media activity through earned channels.
■Measurement Reporting
・Work with Agency to track and report earned reach quality of coverage share of voice sentiment and brand impact.
・Continuously optimise media strategies based on performance and market insights.
・Develop regular reporting that translates PR activity into clear business outcomes.

スキル・資格

◆Experience Qualifications
■Essential
・5+ years' experience in Public Relations Consumer Communications Earned Media Journalism or related fields.
・Deep understanding of the Japanese media landscape and consumer culture.
・Proven experience securing earned media coverage and building media relationships.
・Strong storytelling and content development capabilities.
・Experience working with agencies and managing external partners.
・Excellent stakeholder management and communication skills.
・Ability to identify trends analyse cultural developments and translate insights into actionable communications opportunities.
・Experience across both traditional and digital media environments.
・Native or fluent Japanese.
・Business level English
■Preferred
・Experience within FMCG consumer goods lifestyle technology luxury PR Agency or multinational organisations.
・Existing network of Japanese journalists editors creators bloggers and media contacts.

会社説明

ご紹介時にご案内いたします