OUTBLAST

Luxury Influencer & PR Executive | ¥3.6M+ | Hybrid

Lead a 350+ luxury influencer network

募集職種

採用企業名
OUTBLAST合同会社

求人ID
1618739

業種
デジタルマーケティング

雇用形態
正社員

勤務地
東京都 23区, 千代田区

最寄駅
半蔵門線、　半蔵門駅

給与
350万円 ~ 経験考慮の上、応相談

勤務時間
40 hours per week (core time 11:00 to 15:00)

更新日
2026年11月11日 12:00

応募必要条件

職務経験
1年以上

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

OUTBLAST is an international marketing agency supporting European luxury brands on the Japanese market, with 17 years of presence in Tokyo. To support the agency's continued growth, we are hiring an Influencer & Press Relations Executive.

ROLE OVERVIEW

As Influencer & Press Relations Executive at OUTBLAST, you will take our Luxury Influencer Program to the next level and develop our Digital PR network. You will nurture a network of influential media and social personalities capable of supporting

the development of European luxury brands in Japan, working closely with the Country Manager and Account Managers.

This is a hands-on, relationship-driven role focused on influencers, digital press and execution in a fast-paced, international environment.

MISSIONS & RESPONSIBILITIES

Luxury Influencer Program

- Animate and expand our network of 350+ specialized influencers and help them perform for our clients.

- Each month, select the right influencers for every brand collaboration, from brief to published content.

- Identify, recruit and negotiate with high-profile influencers.

- Vet creators on audience quality (fake followers, gender, location, age) and keep the database up to date.

Digital PR & Media Relations

- Build relationships with digital media, editors and journalists in luxury, fashion and beauty.

- Coordinate the publication of monthly press releases and report on coverage.

Performance Monitoring & Reporting

- Track performance per creator and per campaign, and share insights with the teams and clients.

- Set clear selection criteria and propose improvements to the program.

PRACTICAL INFORMATION

- Location: Tokyo (3 minutes' walk from Hanzomon station)

- Work format: Hybrid working model, 5 days per week (Monday to Friday) with 2 days in the office

- Working hours: 40 hours per week (core time 11:00 to 15:00)

- Contract: Permanent full-time position

- Compensation: Salary starting from JPY 3.6M per year, depending on experience

- Start date: As soon as possible

- Benefits: transportation costs paid at cost, lunch paid by the company on office days, language learning allowance

スキル・資格

- Native-level Japanese and business-level English.

- 1-4 years of experience in influencer marketing, PR or social media, ideally in luxury, fashion or beauty.

- A network of creators and/or media in Japan is a plus.

- Strong organizational skills, able to manage many relationships and deadlines at once.

- A good eye for luxury aesthetics and brand tone.

会社説明