

【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
1624437

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26日 16:08

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】
◆Overview
Lead brand's social media strategy and capability driving audience growth community engagement and cultural relevance across key social platforms. This role combines strategic leadership team management creative excellence and performance accountability with the autonomy to shape how the company’s brands participate in culture and deliver measurable business impact.

◆Key Responsibilities
・Define and execute the overall social media strategy across relevant channels.
・Lead and develop the Social Media Executive and oversee agency partners responsible for analytics and reporting.
・Establish channel strategies content pillars audience growth plans and performance targets.
・Identify cultural trends and translate insights into social first campaigns content and brand initiatives.
・Build and nurture engaged communities creators influencers and cultural partnerships.
・Drive creative excellence by developing culturally relevant and platform native content strategies.
・Leverage analytics social listening and audience insights to optimize performance and inform decision making.
・Collaborate cross functionally with Brand PR CRM Consumer Experience Paid Media Legal Corporate Affairs and Global teams.
・Manage agency relationships and influence senior stakeholders through data driven recommendations and strategic leadership.
・Ensure all social activities comply with internal governance regulatory requirements and brand standards.

スキル・資格

◆Experience Qualifications
■Essential
・5+ years or significant experience in social media content strategy creator marketing brand communications or digital marketing with evidence of leading strategy teams and measurable growth.
・Proven ownership of social strategy and delivery of audience engagement or brand growth outcomes.
・People leadership experience including developing direct reports and directing agency specialists.
・Deep understanding of major social platforms and how audience behaviour creative conventions community dynamics and measurement differ by channel.
・Strong knowledge of Japan’s cultural creator and digital landscape.
・Ability to translate cultural insight and performance data into creative commercial and investment decisions.
・Strong commercial judgement and the ability to connect social activity to wider brand and business objectives.
・Strong agency and stakeholder leadership including the ability to influence and communicate with senior audiences.
・Written and verbal English language proficiency.
・Japanese language capability is advantageous but not essential. Candidates must demonstrate the ability to operate effectively within Japan’s cultural creator and digital ecosystem working with local language specialists where required.
■Preferred
・Experience with premium consumer or lifestyle brands.
・Experience connecting social with CRM PR experiential marketing creators or paid media.
・Experience introducing new formats platforms tools or measurement approaches.
・Experience operating in a regulated or governance intensive environment.
・Experience working in Japan or within Japan’s cultural consumer creator and digital ecosystem.

会社説明

ご紹介時にご案内いたします