

Job Detail

Manager Level

Position Title	【PRスペシャリスト】スイスのウォッチメーカー※表参道
Recruiter Company	Pasona Inc. Global department/株式会社パソナ グローバル事業本部
Company Name	Company name is private
Activated / Updated	2024-02-16 / 2024-04-26
Job Type	Planning/Marketing/PR - Digital/Web/SNS Marketing Planning/Marketing/PR - Other Planning/Marketing/PR - R&D Planning
Industry	Clothing and Textile Manufacturing
Location	Asia Japan Tokyo
Job Description	<p>We will entrust you with a PR specialist as a member of the marketing team who will lead public relations, digital strategy, and campaign planning and execution. You will be in charge of the company's brands across the board, working closely with the managers of each brand and providing digital marketing know-how and an important driving force for initiatives.</p> <p>[Specific job details]</p> <ul style="list-style-type: none">• Develop end-to-end brand PR relationships in Japan and expand market share• Build media mapping: Identify role players related to your brand.-Build and maintain strong partnerships with internal/external clients to better develop, coordinate, direct and facilitate.- Develop, coordinate, direct and facilitate strategic communications to achieve business objectives through PR/E-PR.- Public relations management: influencers, artists, spokespersons, ambassadors, media, etc.• Planning and promoting online/offline events and press conferences• Brand PR/media budget proposal and management• KPI definition and monitoring for all activities-Co-develop and manage digital strategy and media to grow the e-commerce business and support the E-com team for execution.- Develop daily opportunities by analyzing consumer insights and data.• Analyze data and KPIs and provide business drivers.• Leverage everyday digital knowledge and metrics (websites, tracking, search...)
Company Info	[The world's largest watch manufacturing group based in Switzerland] [Manufacturer that handles luxury brands such as OMEGA and LONGINES] No smoking indoors
Working Hours	09:30 - 18:00
Qualifications	<p>【必須要件】</p> <ul style="list-style-type: none">• 3年以上の広報経験 <p>※Facebook、Instagram、LINE、X（旧Twitter）など複数のアウトリーチ・チャンネルを活用した職務経験</p> <ul style="list-style-type: none">• デジタル/ソーシャルマーケティングにおける実績• PRマネジメント経験 <p>■必要言語 英語：ビジネスレベル（スイスHQと会話、メールでのコミュニケーションが必須） ※応募書類に、TOEICスコア、ビジネスでの利用経験、留学経験などをご記載ください。</p>
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Native Level
Salary	JPY - Japanese Yen JPY 6000K - JPY 7000K
	*Determined based on experience and ability based on the annual salary of the previous job using the above as a guideline.

Salary Description	<p>Performance bonus: ~1 million yen Paid based on individual performance in addition to base salary *Determined based on annual income and experience from previous job Fully equipped with social insurance 6-month commuting allowance based on a rational and economical route approved by the company (paid twice a year)</p> <p>Self-development support system (language, e-learning, correspondence education, qualification acquisition incentives) Employee discount sales system</p>
Holiday Description	<p>【年間休日数】121 【休日】完全週休二日(土日)、有休休暇：入社日に最大15日 慶弔休暇、療養休暇（最大20日）、夏季休暇3日（6~9月の間に連続して取得）、 年末年始休暇（12月30日~1月3日）</p>
Job Contract Period	Full-time employment
Nearest Station	<p>Omotesando (Ginza Line/Chiyoda Line/Hanzomon Line) 5 minutes walk</p>