

求人情報

マネージャーレベル

ポジション名	[Fashion] PR Manager
この求人情報の取扱い会社	マイケル・ページ・インターナショナル・ジャパン株式会社/Michael Page International Japan K.K.
企業名	会社名非公開
掲載開始・更新	2024-05-02 / 2024-05-02
職 種	企画/マーケティング/PR - 広告・宣伝/コミュニケーション/PR
業 種	ファッション・アパレル・アクセサリー関連
勤務地	アジア 日本 東京都
仕事内容	<p>Crucial part in establishing a comprehensive marketing plan and strategy for Japan!</p> <p>Description</p> <p>PR</p> <ul style="list-style-type: none">- Propose and plan PR projects to position the brand, execute annual PR strategy and activities in line with the brand strategy both online and offline in cooperation with other departments in Japan office- Establish and maintain close relationships with press people, editors/journalists, stylists, celebrities, influencers, and others in the fashion industry in order to enhance the brand awareness and image in Japan <p>SNS Campaign/Social Media Management (FB, LINE)</p> <ul style="list-style-type: none">- Plan and execute digital post to raise the brand presence in local SNS such as FB and LINE- Develop SNS campaign's plan and adjust the plan details with HQ and a local agent- Monitor closely the ongoing result of each SNS campaign and optimize the result (Paid) <p>AD</p> <ul style="list-style-type: none">- Plan and manage the annual advertising budget in line with the brand strategy- Execute the advertising plan effectively in line with HQ's brand / visual strategy- Research the media effectiveness and competitor's investment and approach to report it to HQs and the Communications Director <p>Profile</p> <ul style="list-style-type: none">* 5+ years of experience in PR* Industry experience in Fashion AND/OR luxury* Business level proficiency in English and Japanese <p>Job Offer</p> <ul style="list-style-type: none">* Well established organization* Open and friendly work environment* Flexibility to work from home <p>To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ayami Ino on +813 6832 8624.</p>
企業について(社風など)	A prestigious US fashion brand in different categories from Women's, Men's and Kids.
英語能力	流暢 (TOEIC 865点以上)
日本語能力	流暢 (日本語能力試験1級又はN1)

