

PR & Communication Assistant Product Manager, TMC&CPC Brand

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Company: Shiseido

Location: Taiwan

Category: other-general

Communication:

1. Plan & Executive 360° communication digital strategies , identify PR opportunities to strengthen the brand Image.
2. Manage overall relationships with media/celebrity/influencers/ 3rd party agencies, and build relationship and support brand initiatives.
3. Develop and execute PR activities, specific to multiple TMC brands (資生堂東京櫃), aligned with regional and local launch plans.
4. Manage digital budget and monthly expense to achieve budget control objectives and KPI for checking

Buzz:

1. Leverage social listening tools to monitor the performance and provide insights from consumers and competitors for optimization.
2. Co-op with the brand team to create content creatives to drive consumer engagement

Cross Functional Communication:

1. Co-work with brand/EC team to plan and execute each campaign.
2. Support corp. PR team activities, crisis communication and reputation management efforts.

Qualifications & Skills

1. 3+ years of experience in PR and communication.

2. Excellent sense of journalism and storytelling.
3. Familiarity with press reporters and journalists in the cosmetic industry.
4. Experience in conducting successful PR activities.

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Cross References and Citations:

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