



PR MANAGER

"We strive to be a big happy family. We work harder than anyone to reach our ambitious goals! We empower every member to reach their personal ambition and exceed their own potential. We always aim to deliver the very best in all we do. We make our guest feel part of our family. We serve delicious food and refreshing beer, carefully sourced, prepared with love and served with a smile!"

About Schmatz

Schmatz is a fast-growing German beer restaurant group, with restaurants currently in Omotesando, Akasaka, Kanda, Kichijoji, Shinjuku and Kawasaki, and the plan to grow to more than 100 restaurants over the next years. We have a venture capital, finance & marketing background and are working hard to build the fastest growing restaurant company in Japan with the happiest team and customers! We have grown our business from a food truck to a restaurant group since inception in 2014, and have created a desirable food and lifestyle brand that has been featured in all relevant media outlets - TV and print. Schmatz is backed by a group of prestigious local and international investors, which gives us the opportunity to highly accelerate our growth and build an incredibly talented team. As an international, young, energetic and highly motivated team, we work in a dynamic, high growth environment where you will have a major impact. We are looking for a talented, driven and inspiring candidate in Tokyo to join our ambitious and dynamic team and help support our fast-growing business.

Job description

As the PR & Communications Manager for Schmatz, you will report directly to the CMO and be responsible for developing and implementing the brand's communication strategy.

Responsibilities

- You will be responsible for developing PR strategies that will drive awareness, engagement and traffic to our restaurants
- You will also provide strategic communication support for internal communications in alignment with our brand values
- You will be responsible for media relations: handling daily media inquiries, updating the media list, generating press releases and media pitches, organizing and implementing press events
- You will drive the influencer marketing strategies for Schmatz by sourcing influencers, maintaining influencer relationships, organizing and implementing influencer events
- You will develop content for multiple internal and external communications vehicles

Who we are looking for

- More than 7 years of experience in public relations or public relations agency and experience in hospitality
- Strong experience and capability to build relationships, work closely with all levels of stakeholders
- Strong background in news writing, media relations management and tracking, well-versed in social media strategies and tactics and influencer relations, reporting and related communications skills, including exceptional writing skills for press releases and media relations materials
- Enthusiastic, motivated and outgoing personality, with strong attention to detail and accuracy, as well as ability to engage and support team initiatives
- Fluent Japanese: verbal and written
- Understanding of performance marketing and ROI-based campaigns are a plus
- Excellent attention to detail with accuracy and consistency
- A team player with a fantastic can-do attitude and capable of working independently
- Proven experience in working efficiently and meeting strict deadlines
- Excited to work in a fast-paced environment with constant change