



正社員 / Admissions & Marketing Manager 【マーケティング経験必須教育業界尚歓迎】

国際的なカルチャー | 1869年に成立した英国発のインターナショナルスクール日本校

Job Information

Hiring Company

Malvern College Tokyo

Job ID

1439215

Division

Admissions & Marketing

Industry

Education

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - Other Areas, Kodaira-shi

Salary

6.5 million yen ~ 9 million yen

Salary Bonuses

Bonuses included in indicated salary.

Work Hours

8:30~17:15 (うち休憩1時間)

Holidays

週休2日(原則土日)、年末年始休暇、有給休暇

Refreshed

November 26th, 2024 07:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Fluent (Amount Used: English usage about 50%)

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Division/School: Malvern College Tokyo

Service location: Kodaira City, Tokyo

Reporting line: Regional Director of Admissions and Marketing of Malvern College International

Effective date: Immediate

Job Purpose

Admissions & Marketing Manager

Main Duties and Responsibilities

- Developing and executing a multi-channel marketing and communications strategy to promote the school's brand and IB programme across Tokyo and key feeder markets.
- Overseeing and implementing an effective and productive admission strategy and plan agreed by the supervisor to recruit, enroll and retain high-performing, internationally-minded students.
- Staying up-to-date with trends in international education, admissions best practices, marketing analytics and design thinking to continually improve strategies.
- Fostering productive relationships with feeder schools, organizations, counselors and families to build a strong and diverse student pipeline.
- Producing compelling content such as copy, graphics, videos, newsletters and digital assets to engage audiences and drive traction.
- Analyzing key metrics including applications, enrollment, conversion rates, brand awareness and student/family satisfaction to optimize strategies.
- Managing operational budgets, including marketing, advertising, recruitment events, materials, systems and partnerships efficiently and effectively.
- Collaborating across departments including academics, operations, advancement and facilities to provide an exceptional experience for students and families.
- Attending industry events and remaining an advocate for the school and IB program on a local and global scale.
- Supervising and developing the admissions and marketing team members through mentorship and professional development.

Key Relationships

Internal: Leadership Team, Teachers and Office staff, Student family

External: Prospective families, Media, Visitors, Vendors

Required Skills

- A minimum of 6 years' work experience in marketing, admissions or a relevant field at a prestigious school.
- Passion for international education, an entrepreneurial spirit
- Strong leadership
- Data-driven,
- Strategic, creative thinking skills
- Result oriented
- Language proficiency: Japanese native level, English business level
- Strong computer literacy (Microsoft Office)
- Good interpersonal and communication skills
- Ability to multi-task and balance ambiguity in a rapidly changing environment
- Ability to work productively with frequent interruptions
- Professional appearance to represent our organization

Company Description

マルバーン・カレッジ・グループ10校目として、2023年9月に英国ブランドとしては初のIB一貫校が開校することが決定しました。

マルバーン・カレッジは、世界展開を進めており、10校目の場所として、人口が一貫して増加している「世界都市」である東京を選びました。マルバーン・カレッジは、既にマルバーン・カレッジ・ファミリーの3校（マルバーンカレッジ成都、マルバーンカレッジ香港、マルバーンカレッジプリスクール香港）を運営しているパピロン・エデュケーション・グループと連携して東京校の運営にあたります。

【マルバーン・カレッジ】UK1865年に設立されたマルバーン・カレッジは、英国ウスターシャー州マルバーンに本拠地を置く、男女共学のボーディングスクール（寮制学校）およびデイスクール（全日制学校）です。系列校であるThe Downs MalvernとAbberley Hallとともに、3歳から18歳までの男女に質の高い教育を提供しています。

マルバーン・カレッジは、その厳格なアカデミックと全人格的な教育の追求により、作家のCSルイス、ノーベル賞受賞者のフランシス・アストン、ジェームズ・ミード、心理学者のエドワード・テッチナー、俳優のデンホルム・エリオット、現英国最高医学責任者のクリス・ウィティ卿など、著名人を卒業生に輩出しています。

マルバーン・カレッジは、常に教育開発の最前線にあり、アカデミックな教育活動と課外活動の両方が人材育成には大切であるという考えのもと、英国でいち早くIBプログラムを採用しました。マルバーン・カレッジのIBプログラム卒業生は、全ての科目で常に36点以上と、世界平均（29.9点）を優に上回る成績を収めており、同校は英国内で最も優れたIB校の一つとして注目されています。

Malvern College Tokyo will be the seventh overseas school in the Malvern family, expanding Malvern's global network to a total of ten members in locations including the UK, Qingdao, Chengdu, Hong Kong, Egypt and Switzerland.

Malvern College Tokyo will open in September 2023 and aims to be a leading international school in Tokyo. Initially accommodating pupils from Years 1 to 9, this will extend upwards to Year 13 by 2026, ultimately providing 950 places for

both primary and secondary pupils.

Located in the city of Kodaira, only a 40-minute commute from central Tokyo, Malvern College Tokyo aims to be the first all-through IB British-branded school in Tokyo. The school is located in a highly academic area of the city with many renowned establishments including Hitotsubashi University and Tsuda University nearby.

Continuing to expand its international portfolio of schools, Malvern College has chosen Tokyo, a 'world city' with consistent population growth for its tenth overseas school. Malvern College will work in unison with the Babylon education group who already manage three other schools within the Malvern College Family, including Malvern College Chengdu, Malvern College Hong Kong and Malvern College Hong Kong Prep Schools.

Founded in 1865, Malvern College is a leading co-educational boarding and day school based in Malvern, Worcestershire, UK. Together with its associated preparatory schools, The Downs Malvern and Abberley Hall, it provides a quality education for both boys and girls aged from 3 to 18 years.

Thanks to its academic rigour and its pursuit of a holistic education, Malvern College has produced renowned alumni including the author CS Lewis, Nobel Prize winners Francis Aston and James Meade, psychologist Edward Titchener, as well as famous personalities including the actor Denholm Elliot and England's current Chief Medical Officer Sir Chris Whitty.

[Malvern College UK] Due to Malvern's strong position at the forefront of educational development and its shared belief of the importance of both academic and extra-curricular education, the College is one of the first UK schools to adopt the International Baccalaureate (IB). Since then, Malvern College has acquired an enviable reputation of being one of the best and most established IB schools in the country and the school comfortably beats the world average in all subject areas. The College's IB graduates regularly average over 36 points (the world average is 29.9).