



Marketing Officer (China)

English workplace in beautiful location

Job Information

Hiring Company

[Harrow International School Appi](#)

Subsidiary

Harrow International School Appi, Japan

Job ID

1487006

Industry

Education

Company Type

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

Non-Japanese Ratio

Majority Non-Japanese

Job Type

Permanent Full-time

Location

Iwate Prefecture, Hachimantai-shi

Salary

3.5 million yen ~ 4.5 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Work Hours

40 hours per week

Holidays

40 days per year (all leave including national holidays)

Refreshed

July 24th, 2024 08:08

Application Deadline

August 12th, 2024

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

Minimum English Level

Business Level (Amount Used: English usage about 75%)

Minimum Japanese Level

Business Level

Other Language

Chinese (Mandarin) - Business Level

Focus will be China market so language skills essential.

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

- With rich market knowledge, conduct thorough research on educational trends, competitor activities, and market demands in China to develop comprehensive marketing plans.
- Collaborate with the marketing team to align strategies with overall school objectives and budgetary constraints.
- Manage digital marketing campaigns across various platforms (e.g., Little Red Book, WeChat, Weibo, Baidu, etc.) to increase visibility and engagement.
- Help develop brand-appropriate and culturally relevant content (e.g., articles, social posts, videos, digital posters, etc) in Mandarin for marketing materials.
- Ensure all content is localised effectively to resonate with the China market.
- Maintain existing partnerships and cultivate new relationships with key stakeholders including educational consultants, agents, schools, and community organisations in China for student recruitment.
- Collaborate with local partners to organise and lead events, workshops, and recruitment fairs to promote the school.
- Monitor online reputation and respond promptly to inquiries and feedback from prospective students and parents.
- Monitor, analyse, and produce reports on the performance of marketing campaigns using the school's CRM system.

General

- To promote the school vision and contribute to meeting the key priorities in the School Development Plan.
- To undertake the organisation of events as directed by the Marketing Manager, including virtual and in-person events.
- Any other task as reasonably requested by the Senior Leadership Team
- To work outside of set working times to provide in-person support at events as required.
- To assist other staff within the school, to meet school needs.
- Help translate school materials into Chinese as required.

Required Skills

- Bachelor's degree, preferably in Marketing, Communications, Business Administration, or a related field.
- At least 3 years of experience in marketing, particularly in Chinese markets.
- In-depth knowledge of digital marketing tools and techniques, with proficiency in using Chinese social media platforms.
- Excellent written and verbal communication skills in both Mandarin (native level) and English (advanced level).
- Understanding of Chinese cultural nuances and educational preferences.
- Ability to understand the Harrow brand and the unique offering of Harrow Appi and deliver the message accurately.

General

- Strong public speaking ability, time management skills, ability to take initiative.
- Ability to work independently and collaboratively with school team from various departments including teaching staff both online and in person.
- Open to exploring and learning new ways of approaching the market as well as utilizing different digital platforms.

Preferred skill

- CRM (HubSpot) familiarity, Microsoft 365 familiarity, technical capability and problem solving, basic computer skills, Excel, PowerPoint.

Work location

- Harrow International School, Appi, Japan

Benefits

- Free annual ski lift pass
- Free rental of ski/snowboard equipment

- Use of the resort onsen (hot spring)
- Subsidised accommodation provided
- School meals during term time
- Use of school facilities e.g., pool, gym etc
- Morioka-Tokyo shinkansen (bullet train) tickets

Company Description