



Communications Manager

English workplace in beautiful location

Job Information

Hiring Company

[Harrow International School Appi](#)

Subsidiary

Harrow International School Appi, Japan

Job ID

1487008

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

4 million yen ~ 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 08:07

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

Daily Conversation

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

Communications

- To develop and implement comprehensive internal communication strategies that align with the school's vision and goals such as website, parent portal and staff portal, and ensure that all information is relevant, current, representative of the breadth of the school's work, and that it meets the needs of stakeholders.
- To draft, edit and disseminate school communications including parent emails, newsletters and social media posts, as directed by the Head of Marketing & Admissions.
- To work with the Digital Marketing Officer to coordinate, draft and publish stories and content for the school's communication channels including its regular newsletters, website, news blog, staff portal, parent portal, social media and digital signage platforms.
- To produce and edit the weekly staff bulletin.
- To provide editorial content for school publications such as the school prospectus, leavers' book and annual review.
- To build and maintain relationships with media outlets, prepare press releases to maximise positive media coverage.
- To ensure that school communications meet statutory requirements.

Administration and Parent/Community Engagement

- To develop and coordinate school events, ensuring that the quality of each event is in line with the brand image of Harrow.
 - To track and provide reports to the school's leadership team on parent/community engagement through regular analysis.
 - To be responsible for general emails received by the school, including emails from parents, re-directing them and ensuring they receive a response.
 - To liaise closely with parents and the school's data and admissions teams to ensure that parent contact details are always accurate and recorded across all systems in line with data protection requirements.
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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.

Languages

Proficiency in English and Chinese

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