



Marketing Officer (China)

English workplace in beautiful location

募集職種

採用企業名

ハロウインターナショナルスクール安比ジャパン

支社・支店

Harrow International School Appi, Japan

求人ID

1487006

業種

教育・学校

会社の種類

中小企業 (従業員300名以下) - 外資系企業

外国人の割合

外国人 多数

雇用形態

正社員

勤務地

岩手県, 八幡平市

給与

350万円 ~ 450万円

ボーナス

固定給+ボーナス

勤務時間

40 hours per week

休日・休暇

40 days per year (all leave including national holidays)

更新日

2024年07月24日 08:08

応募締切日

2024年08月12日

応募必要条件

職務経験

1年以上

キャリアレベル

新卒・未経験者レベル

英語レベル

ビジネス会話レベル (英語使用比率: 75%程度)

日本語レベル

ビジネス会話レベル

その他言語

中国語: 北京語 - ビジネス会話レベル

Focus will be China market so language skills essential.

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

- 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.

スキル・資格

- 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
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会社説明