



Communications Manager

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

1487008

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

400万円 ~ 500万円

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 08:07

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

日常会話レベル

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

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.

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.

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

会社説明