



Admissions & Marketing Manager

Modern International School In Tokyo

Job Information

Hiring Company

Malvern College Tokyo

Job ID

1553962

Industry

Education

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 19th, 2025 13:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Job title: Admissions & Marketing Manager

Department: Marketing & Admission

Division/School: Malvern College Tokyo

Service location: Kodaira City, Tokyo

Reporting line: Regional Admissions and Marketing Director

Effective date: Immediate

Roles and Responsibilities**Job Purpose:**

We are seeking an ambitious and visionary Admissions and Marketing Manager to join our dynamic team at an IB-accredited international school in Tokyo. Opened in August 2023, our school is rapidly growing, currently serving 400 pupils with plans to extend to the Diploma Programme (DP) in August 2026. We offer the Primary Years Programme (PYP) and Middle Years Programme (MYP) for pupils from Pre-Prep to Hundred.

The Admissions and Marketing Manager will be responsible for developing and executing innovative strategies to attract high-quality prospective pupils and families, building strong brand awareness, and establishing our school as a leading IB

World School in Tokyo. Reporting to the Regional Admissions and Marketing Director, and collaborating closely with faculty and staff, the manager will design a data-driven roadmap to achieve ambitious growth goals, based on industry best practices and an in-depth understanding of the local market.

Main Duties and Responsibilities:

- Develop and execute a multi-channel marketing strategy to promote the school's brand and IB programmes, targeting both expatriate and high-calibre Japanese families in Tokyo and key feeder markets.
- Cultivate and maintain strong relationships with feeder schools, organizations, counselors, families, media and key stakeholders to build a diverse pupil pipeline.
- Oversee the admissions process, ensuring efficient recruitment, enrolment, and retention of high-performing, internationally-minded pupils.
- Stay up-to-date with trends in international education, marketing analytics, and admissions best practices to continuously refine strategies.
- Lead the team to create and manage compelling content, including brochures, leaflets, graphics, videos, newsletters, and digital assets, to drive engagement and brand awareness.
- Analyse key metrics (e.g., applications, enrolments, conversion rates, satisfaction) to optimize recruitment and marketing strategies.
- Manage operational budgets effectively, including marketing, recruitment events, and partnerships.
- Collaborate across departments (academics, operations, facilities, etc.) to deliver an exceptional experience for pupils and families.
- Represent the school at industry events and advocate for the school and IB programme.
- Supervise and mentor the admissions and marketing team, fostering professional growth and ensuring successful team performance.

Key Relationships:

Internal: Leadership Team, Office staff, Pupil family

External: Prospective families, Media, Visitors, Vendors

Required Skills

Academic Requirements:

- Bachelor's Degree or above

Required Working Experience:

- A minimum of 5 years of work experience in marketing, admissions or a relevant field at a prestigious school.
- Passion for international education, an entrepreneurial spirit

Competencies:

- Strong leadership
- Strategic, creative thinking skills
- Market knowledge and result oriented
- Strong networking and relationship building skills
- Data-driven decision-making skills
- Language proficiency: Japanese native level, English business level
- Strong computer literacy (Microsoft Office)
- Good interpersonal and communication skills
- Attention to detail
- Multi-tasking and balance ambiguity in a rapidly changing environment
- Able to work productively with frequent interruptions
- Cultural sensitivity
- Professional appearance to represent our organization

Company Description