



Advertising and Promotion Specialist Exclusive job

Working at American University in Japan

Job Information

Hiring Company

Temple University, Japan Campus

Job ID

1557641

Division

Communications and Marketing Support

Industry

Education

Company Type

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

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Setagaya-ku

Train Description

Tokyu Denentoshi Line, Sangenjaya Station

Salary

4 million yen ~ Negotiable, based on experience

Salary Bonuses

Bonuses paid on top of indicated salary.

Work Hours

09:00-17:30 Monday to Friday

Holidays

Saturdays, Sundays, National Holidays

Refreshed

September 8th, 2025 18:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent (Amount Used: English usage about 75%)

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description**POSITION**

Advertising and Promotion Specialist

DEPARTMENT

Communications and Marketing Support

POSITION TYPE

Full-time

LOCATION

Tokyo (Sangen-jaya station): hybrid-remote flexibility after initial training period available

WORK HOURS

37.5 hours per week (9:00 to 17:30, Monday to Friday)

REPORT TO

Strategic Marketing Director

VISA REQUIREMENT

Temple University, Japan Campus (TUJ) is able to sponsor a visa for this position.

SALARY & BENEFITS

Salary commensurate with experience, plus transportation.

Eleven (11) days paid vacation in the first fiscal year (July-June) increasing to 20 days after 6 years of employment, plus 5 paid "personal and sick days" each year. In addition, approximately two weeks company-wide break over Christmas/New Year. Japanese social insurance and pension, commuting/telework allowance, a welfare-discount program membership, retirement payment system and tuition benefits for Temple University, Japan Campus (TUJ) programs.

OVERVIEW OF POSITION

The Advertising and Promotion Specialist will be responsible for developing, managing, and optimizing advertising and promotional activities to enhance brand visibility and engagement. This role covers both online channels—such as Google Ads and social media ads—and offline campaigns, including print, out-of-home (OOH) and event promotions. The ideal candidate will combine creativity with strong analytical skills, possess bilingual fluency in English and Japanese, and have experience working within Japan's business and cultural environment. Success in this position requires close team collaboration to achieve shared goals and deliver impactful results.

As part of the Strategic Marketing Team within the Communications and Marketing Support—which also includes public relations, print, and web functions—this position works closely with the Strategic Marketing Director and the Web Contents Manager/Web Marketer to execute integrated campaigns. Serving an institution that attracts students from around 80 countries, the role plays a critical part in designing advertising strategies to reach a truly global audience in both English and Japanese.

PRIMARY RESPONSIBILITIES

- Plan, execute, and optimize advertising campaigns across print, digital, social media, broadcast, and out-of-home (OOH) channels to support TUJ's branding and enrollment goals.
- Develop and implement integrated advertising strategies, ensuring consistent branding and messaging across all media.
- Collaborate directly with departments and program directors to plan, coordinate, and execute advertising initiatives aligned with their specific goals and needs.
- Provide creative direction and input for advertising and promotional initiatives, including ad copywriting and visual concepts.
- Coordinate the production of advertising materials such as ad banners, print ads, and promotional content.
- Collaborate with internal teams and external agencies to execute promotional projects and campaigns.
- Negotiate with media outlets for ad placements, rates, and contracts.
- Manage article-based and school listing advertisements for online and offline platforms.
- Support budget planning, expense tracking, and payment processes.
- Prepare, review, and finalize contracts in coordination with external vendors and internal stakeholders.
- Conduct marketing research, analyze campaign data, and prepare performance reports to improve effectiveness.
- Utilize GA4 and other analytics tools to track and assess campaign performance.

- Organize and maintain advertising-related files and documentation.
- Develop operational manuals and detailed project schedules to facilitate project execution and ensure timely delivery.
- Support the Marketing Strategy team and Communications and Marketing Support department with tasks and initiatives related to promotional activities and events.
- Ensuring that TUJ advertisements are aligned with the main campus branding campaign and guidelines
- Making sure that the advertising vendors' work is efficient, budget-appropriate, and of high quality; if not, look for new and more suitable vendors.

APPLICATION PROCESS

Review of applications will begin immediately and will continue until the position is filled.
Desired start date is November 1, 2025 or sooner.

Please apply from below link.

<https://tuj.bamboohr.com/careers/52?source=aWQ9Mg%3D%3D>

Required application materials to be submitted:

- (a) cover letter,
- (b) resume or c.v.,
- (c) contact information for two references.

Only those applicants who make it past the initial review will be contacted.

Temple University, Japan Campus is committed to equal employment, and to increase diversity and inclusivity in both its community and curricula. All qualified applicants shall have full and equal consideration for employment. The university does not discriminate against candidates and employees because of their disability, sex, race, gender identity, sexual orientation, religion, national origin, age, veteran status, or any other protected status under the law. Candidates who can contribute to the institution's goals are strongly encouraged to apply.

Required Skills

QUALIFICATIONS & EXPERIENCE

- Minimum 3 years of professional experience in advertising, including hands-on management of online campaigns (e.g., Google Ads, SNS ads).
- Fully bilingual in English (business level) and Japanese (native level), with excellent speaking, reading, and writing skills in both languages, and able to conduct all business communications independently in professional settings.
- Bachelor's degree or higher required; a major in business, marketing, or advertising is preferred.
- Strong project management, organizational, and analytical skills.
- Excellent problem-solving skills, creativity, and the ability to work independently with a sense of ownership.
- Outstanding and professional communication skills internally and externally
- Proficient computer skills, including Microsoft Word, Excel, PowerPoint.
- Ability to leverage AI tools and technologies to enhance advertising and promotional activities.

Preferred QUALIFICATIONS & EXPERIENCE

- 2–3 years of experience in higher education institutions, advertising agencies, or related industries.
- Ability to design advertising banners and print materials.
- Experience in B2C marketing campaigns.
- Experience in managing promotional activities and events.
- Knowledge of both traditional channels (TV, print, radio, direct mail, out-of-home) and emerging platforms, including social media, influencer marketing, streaming services, and programmatic advertising networks (e.g., DSPs).

Company Description