



## Social Media Specialist

### Working at American University in Japan

#### Job Information

##### Hiring Company

Temple University, Japan Campus

##### Subsidiary

Temple University, Japan Campus (TUJ)

##### Job ID

1574643

##### Division

Dean's Office / Communications and Marketing Support

##### 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

Kyoto Prefecture, Kyoto-shi Fu-shi Mi-ku

##### Train Description

Main Line, Fujinomori Station

##### Salary

4 million yen ~ Negotiable, based on experience

##### Salary Bonuses

Bonuses paid on top of indicated salary.

##### Work Hours

9:00-17:30 Monday through Friday (37.5 hours per week)

##### Holidays

Weekends, Public Holidays, approx. 2 weeks over New Year

##### Refreshed

February 2nd, 2026 00:00

#### 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

Business Level

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

No permission to work in Japan required

**Job Description****Position**

Social Media Specialist

**Department**

Dean's Office / Communications and Marketing Support

**Position type**

Full-time

**Location**

Kyoto (Fujinomori station): hybrid-remote flexibility after initial training period available.

**Report to**

Director of Creative Media and Special Events in Tokyo

**Work hours**

37.5 hours per week (9:00 to 17:30, Monday to Friday): Occasional evening or weekend work to cover events as needed, with compensatory time provided.

**Visa Requirement**

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

**Salary & Benefits**

Salary commensurate with experience.

Eleven (11) days paid vacation in the first year, 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**

Temple University, Japan Campus (TUJ) is seeking a creative and highly organized Social Media Specialist to lead digital storytelling at TUJ KYOTO, which opened in January 2025 and is entering an exciting phase of growth. With a strong focus on short-form video and fluency in Japanese and global social media trends, the role leads fast-paced event coverage, drives strategic campaigns, and collaborates closely with students, faculty, and leadership. As TUJ continues to expand its international presence, this position plays a vital role in amplifying our impact and connecting with audiences around the world.

**What Makes TUJ an Exceptional Place?**

- Japan's oldest and largest full-service American university, serving over 3,500 degree-seeking students across campuses in Tokyo and Kyoto.
- A truly global academic community, with students from nearly 90 countries and faculty and staff from around the world.
- A rapidly growing hub for international education, affiliated with a U.S. public research university ranked among the top 400 globally and top 50 public universities in the U.S.
- A unique opportunity to contribute to the growth of the Kyoto campus, located in one of the world's most culturally significant cities and a center for innovation in the Kansai region.
- A collaborative work environment offering professional development, mentorship, and creative ownership.

**Primary Responsibilities****Content Strategy and Production:**

- Lead social media content for TUJ KYOTO, creating engaging, culturally relevant storytelling that reaches global audiences interested in Japan and study abroad while supporting institutional priorities and messaging.
- Develop and execute platform-specific strategies across Instagram, TikTok, LinkedIn, and emerging platforms, balancing trend-driven content with strategic communication for students, parents, partners, and stakeholders.

- Produce and oversee content highlighting campus life in Kyoto and the Kansai region, academic initiatives, student experiences, and institutional milestones.
- Collaborate with students, faculty, departments, and external partners to plan and deliver content aligned with TUJ's brand and goals.
- Mentor and guide student content creators to ensure consistent quality, tone, and creative direction.
- Stay current on platform trends and features to drive engagement, growth, and relevance across audiences.

#### **Community Engagement and Audience Growth:**

- Manage daily account activity, fostering engagement and community across student-facing and external audiences.
- Track performance and analyze insights to refine strategy, improve reach, and strengthen institutional visibility.

#### **Event Coverage and Support:**

- Provide on-the-ground social media coverage and event support for campus and cross-campus events, including occasional evenings or weekends as needed.
- Other duties as assigned including assisting campus head with events and student support.

#### **Application Process**

Review of applications will begin immediately.

Please apply from below link.

<https://tuj.bamboohr.com/careers/76?source=aWQ9Mg%3D%3D>

1. a cover letter,
2. a resume or CV,
3. contact information for two references.
4. link to your online portfolio OR links to examples of previous work that include the best examples of social media posts or campaigns you have successfully completed

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

Temple University, Japan Campus is committed to equal opportunity employment, and to increase diversity and inclusivity in both its community and curricula. All qualified applicants shall receive 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**

- Bachelor's degree and proven experience producing high-performing short-form content and managing active social platforms.
- Professional fluency in English and Japanese, with strong understanding of Japanese social media culture and global digital trends.
- Strong knowledge of Instagram, TikTok, and emerging platforms.
- Experience with short and long-form editing software (CapCut, Premiere Pro, Final Cut Pro, etc.)
- Excellent communication, collaboration, and organizational skills in a fast-paced, multicultural environment.
- A minimum of 2 years of relevant professional experience

#### **Preferred Qualifications & Experience**

- Experience working with students or interns.
- Experience working with professional camera equipment.

#### **Company Description**