

Marketing & Events Manager | British International School Exclusive job

COBIS Beacon School

Job Information

Hiring Company

CEA Group

Subsidiary

CEA Private Schools LLC

Job ID

1602150

Division

Marketing and Admissions

Industry

Education

Company Type

Small/Medium Company (300 employees or less)

Non-Japanese Ratio

Majority Non-Japanese

Job Type

Contract

Location

Tokyo - 23 Wards, Chiyoda-ku

Train Description

Hanzomon Line, Hanzomon Station

Salary

4.5 million yen ~ 6.5 million yen

Work Hours

Core working hours are generally 08:30–16:30, Monday to Friday.

Holidays

Saturdays and Sundays are generally non-working days.

Refreshed

July 13th, 2026 10:57

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 75%)

Minimum Japanese Level

Daily Conversation

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description**About CEA Group**

CEA Group is one of Japan's fastest-growing international education groups, providing a continuous educational pathway from 18 months to 18 years of age through Clarence International School (Preschool), Phoenix House International School (Preparatory School) and Rugby School Japan (Senior School).

Phoenix House International School, the school recruiting for this position, serves children aged 5–11. Since opening in 2021, it has rapidly established itself as one of Japan's leading international schools. In 2023, it became **the first school in Japan to be awarded COBIS Beacon Status**, recognising excellence in education and school leadership.

Our pupils have successfully progressed to outstanding schools including Rugby School Japan, Rugby School UK, Wycombe Abbey, Cheltenham Ladies' College, The British School in Tokyo, and many other leading schools in Japan and overseas.

Entering its sixth academic year in September 2026, Phoenix House continues to grow rapidly. As we enter our next stage of growth, we are looking for a Marketing & Events Manager to help share our story, build meaningful relationships with prospective families and the wider community, and strengthen the school's long-term brand and reputation.

«Position Highlights»

- Oversee marketing, public relations, event planning and management, and community partnerships at a British-style international school
- Communicate the school's philosophy and appeal, and contribute to building long-term relationships with parents, alumni, and the local community
- Lead brand strategies and new initiatives at a growing school, leveraging your strengths to expand your career
- Enjoy a supportive work environment with approximately 150 non-working days per year, flexible work arrangements, and training support

【Job Description】

Phoenix House International School is seeking a Marketing & Events Manager to lead the school's marketing, communications, community engagement, and externally facing events.

As one of Japan's leading British international schools, Phoenix House is not seeking a traditional mass-market marketer. Instead, this role focuses on building long-term relationships with prospective families, current parents, alumni, partners, and the wider community by sharing the school's values and educational philosophy through meaningful experiences and authentic storytelling.

Working closely with the Head of School, Operations Director, Admissions & Registry team, and Communications Officer, you will lead community-facing initiatives including community events, alumni engagement, fundraising, and partnerships, including marketing and promotional support for externally delivered programmes such as holiday camps, and other school initiatives.

< Key Responsibilities >**1 . Marketing & Brand**

- Develop and deliver the annual Marketing & Events Plan.
- Lead the school's brand identity and marketing communications, including digital marketing, the website, social media, publications, promotional materials, merchandise, and branded assets, in collaboration with the Communications Officer.
- Work with school leadership to continuously enhance the school's visual identity and brand experience, including school merchandise, uniform development (in coordination with the School Office on day-to-day sales and operations), signage, campus presentation, and other brand touchpoints.

2 . Events & Community Engagement

- Plan and deliver Open Days, admissions events, community events, alumni engagement, fundraising initiatives, and other externally facing school events.
- Communicate the school's values and educational philosophy through meaningful experiences and authentic storytelling, building long-term relationships with prospective families, current parents, alumni, partners, and the wider community.

3 . Admissions, Partnerships & Growth

- Work closely with the Admissions & Registry team to support pupil recruitment and the school's continued growth.
- Develop partnerships and externally facing initiatives that strengthen the school's reputation, community engagement, and support for non-tuition revenue initiatives led by the Operations Director
- All new partnerships and externally delivered programmes are subject to approval by the Operations Director and Head of School and must follow the school's governance and safeguarding framework.

4 . Leadership & Collaboration

- Provide day-to-day leadership to the Communications Officer.
- Work collaboratively with colleagues across the School Office, academic teams, and the CEA Group Corporate Office.

5 . Strategy & Continuous Improvement

- Monitor marketing performance and recommend improvements using data, feedback, and market insights.
- Contribute to the school's long-term growth and external engagement strategy.

< Career Path >

Phoenix House International School is entering an exciting new phase of growth, and this role offers the opportunity to help shape how one of Japan's leading British international schools engages with its community and the wider world.

As the school and CEA Group continue to grow, there will be opportunities to lead larger strategic initiatives, develop new programmes and partnerships, and contribute to Group-wide marketing, communications, and business development projects.

We do not believe in creating fixed career paths. Instead, we create new opportunities around people's strengths, ideas, and ambitions. This role offers the chance to grow alongside the organisation and help shape its future.

【Employment Type】

Contract

【Salary】

4,000,000yen ~ 6,000,000yen

※will be determined according to experience and qualifications.

【Working Hours】

40 hours per week.

Core working hours are generally 08:30–16:30, Monday to Friday, with flexibility according to operational requirements.

*As the Marketing & Events Manager, you will work with the Head of School and Operations Director to develop and deliver the annual Marketing & Events Plan. Working days and hours will therefore be planned around the school's marketing calendar and key events, with flexibility required to support evening and weekend events where appropriate.

【Work Location】

Chiyoda-ku, Tokyo

< Transportation Access >

- Approx. 5-minute walk from Hanzomon Station (Tokyo Metro Hanzomon Line)
- Approx. 7-minute walk from Ichigaya Station (JR Chuo/Sobu Line)
- Approx. 7-minute walk from Ichigaya Station (Toei Shinjuku Line)
- Approx. 7-minute walk from Ichigaya Station (Tokyo Metro Yurakucho/Namboku Lines)
- Approx. 10-minute walk from Kojimachi Station (Tokyo Metro Yurakucho Line)

【Holidays & Leave】

As this role supports externally facing events, admissions activities, and community engagement, occasional evening and weekend work will be required in accordance with the annual Marketing & Events Plan. Time off in lieu or flexible scheduling will be provided where appropriate.

- Saturdays and Sundays are generally non-working days.
- Japanese public holidays during term time are normal working days.
- Paid annual leave in accordance with Japanese labour law.
- 10 days of paid sick leave per academic year.
- Additional school-designated holidays where applicable.
- Phoenix House operates a unique Flexible Days system, allowing staff to use designated non-term working days for professional development, planning, administrative work, or personal wellbeing, subject to operational requirements.
- Including school-designated holidays and Flexible Days, staff enjoy approximately 150 non-working days per year (subject to the annual calendar).

【Benefits & Welfare】

- Full Transportation Allowance
- Comprehensive Japanese Social and Health Insurance
- Salary and emuneration package review based on Performance Review (every two years)
- Professional Development and career development support
- Annual health check

Required Skills

【Essential Requirements】

- At least three years' experience in marketing, communications, events, admissions, public relations, or a related field.
- 3+ years of professional experience in marketing, events, admissions, communications, or a related field, preferably within an international school or education environment.
- Excellent communication and relationship-building skills.
- Strong project management and organisational skills, with the ability to manage multiple priorities.
- Experience in digital marketing, websites, social media, or marketing campaigns.
- Business-level English and the ability to work effectively in a bilingual environment. Japanese language skills are preferred but not essential.

【Desirable Experience】

- Experience in an international school, education, hospitality, or other customer-focused organisation.
- Experience in community engagement, fundraising, partnership development, or alumni relations.
- Experience managing or mentoring team members.
- Chinese, Korean, or other additional language skills would be an advantage.

Company Description