



Marketing Manager | 英国名門ラグビースクール日本校

450年の歴史を伝える | COBIS Beacon Status School

Job Information

Hiring Company

CEA Group

Subsidiary

Rugby School Japan Operations Department

Job ID

1604639

Industry

Education

Company Type

Small/Medium Company (300 employees or less)

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Chiba Prefecture, Ka-shi Wa-shi

Train Description

Tsukuba Express, Kashiwanoha Campus Station

Salary

7.5 million yen ~ 10 million yen

Work Hours

Standard hours are 8:30 a.m. to 5:30 p.m. (1-hour break)

Holidays

Saturdays and Sundays off, Public holidays are working days

Refreshed

August 28th, 2026 00:00

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

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Rugby School Japan ("RSJ") is the Japanese campus of Rugby School UK, one of Britain's most distinguished schools with a history of more than 450 years. Opened in 2023, RSJ is a co-educational British international school for pupils aged 11–18 and forms part of the CEA Pathway from 18 months to 18 years. Just two years after opening, the School was awarded **COBIS Beacon Status for Pastoral Care**, becoming only the second school in Japan to receive this recognition.

As the School enters its next stage of growth, we are seeking a **Marketing Manager** who will do more than deliver marketing campaigns. This role is about communicating the true value of a Rugby education, strengthening a trusted school community, and building a brand that authentically reflects the School's values, culture and educational excellence. Reporting directly to the Principal, you will lead the School's brand, communications and marketing strategy, working closely with the Admissions Manager to support sustainable enrolment growth.

Job Summary

The Marketing Manager is responsible for developing and delivering Rugby School Japan's integrated marketing and communications strategy to strengthen the school's brand, reputation and market presence. Reporting directly to the Principal, the role leads brand management, digital marketing, communications, content, PR, events and market engagement activities, working closely with the Admissions Manager to support student recruitment and long-term enrolment growth. The Marketing Manager also line-manages the Marketing Officer and oversees external agencies and suppliers.

Job Detail

Marketing Strategy & Planning

- Develop and deliver the annual marketing strategy, campaign calendar and budget.
- Identify target audiences and priority markets through market research and analysis.
- Monitor campaign performance and recommend continuous improvements.
- Advise the Principal on brand positioning and reputation.

Brand, Communications & Content

- Lead and protect the Rugby School Japan brand across all communications.
- Oversee the school's website, prospectuses, publications, newsletters and marketing collateral.
- Develop compelling content that reflects the school's values and educational offering.
- Manage PR opportunities and external communications.

Digital Marketing

- Lead digital marketing initiatives across website, SEO, social media, email marketing and lead nurturing.
- Monitor marketing analytics, campaign performance and source attribution.
- Ensure compliance with privacy and consent requirements.

Admissions & Community Engagement

- Work closely with the Admissions Manager to support enquiry generation and enrolment targets.
- Lead marketing support for Open Days, school events and recruitment campaigns.
- Build relationships with prospective families and external stakeholders.

Team Leadership & Budget Management

- Line-manage and develop the Marketing Officer.
- Manage external agencies, suppliers and marketing budgets.
- Develop efficient marketing systems, workflows and cross-school collaboration.

Career Path

As Rugby School Japan continues to grow, this role offers the opportunity to take ownership of an expanding marketing function and make a visible impact on the school's long-term development.

You will work closely with the Principal and senior leadership team, gaining exposure to strategic decision-making while leading high-profile marketing, communications and brand initiatives.

Over time, there will be opportunities to broaden your responsibilities across areas such as strategic communications, admissions marketing, stakeholder engagement, brand management and wider marketing leadership within the CEA Group.

Company Description

Rugby School Japan Educational Corporation is the school corporation that operates Rugby School Japan, the Japan campus of the UK's Rugby School, which has a history of more than 450 years.

Opened in September 2023 in Kashiwanoha, Chiba Prefecture, Rugby School Japan is a co-educational British international school for pupils aged 11 to 18. Welcoming both day pupils and boarders, the School offers an IGCSE- and A Level-centred curriculum, alongside a House system inherited from the British boarding school tradition, a rich programme of co-curricular activities, and Pastoral Care that supports each pupil's individual growth.

Guided by Rugby School's educational philosophy, "The Whole Person, The Whole Point", the School places importance not only on academic achievement but also on nurturing each pupil's character, curiosity, independence and leadership.

Together with Clarence International School and Phoenix House International School, Rugby School Japan forms part of the CEA Pathway, connecting education from 18 months through to 18 years of age.

Just two years after opening, the School's high standard of pastoral care was recognised with Beacon Status from the Council of British International Schools (COBIS) — only the second such accreditation awarded in Japan, after Phoenix House International School.

Rugby School Japan is now moving from its founding phase into a phase of growth, with steady increases in both pupil numbers and staff. As the School enters its next stage of growth, a key priority is to communicate a brand value worthy of its

educational quality, both in Japan and overseas, and to bring the School's appeal to a wider range of families. The Marketing Manager will play a central role in this effort. Reporting directly to the Principal, this position leads the School's brand strategy, marketing, communications, digital marketing, content production, PR, events and market development in an integrated manner. The successful candidate will develop the annual marketing strategy and budget, manage the Marketing Officer and external partners, raise the School's brand value, and create high-quality touchpoints with prospective families. While Marketing and Admissions operate as distinct specialist functions, this is a key role that drives the School's growth in close partnership with the Admissions Manager.

Work Location

Rugby School Japan (RSJ) Campus

■ Access:

Approx. 6-minute walk from Kashiwanoha-campus Station (Tsukuba Express)

Salary

7.5 million to 10 million yen

Salary is paid monthly, as 1/12 of the annual salary.

The final figure is determined based on experience, ability, previous salary and other factors.

None in principle, as this is an annual salary system (a special bonus may be paid depending on the School's performance, etc.)

Holidays

- Saturdays and Sundays off (work may occasionally be required for school events, etc.)
- Public holidays are, in principle, working days (in line with the School's annual calendar)
- 120+ days off per year (based on the School's marketing calendar)
- Annual paid leave: 20 days per year, granted from 6 months after joining (15 of which are designated by the School)
- Paid sick leave: 10 days per year
- Other terms as per the School's employment regulations

Benefits and Allowances

- Commuting allowance: up to JPY 36,000 per month
- Full range of social insurance (subject to working conditions)
- Regular health check-ups (subject to working conditions)
- Salary increases: based primarily on years of experience and the salary scale
- The School supports costs for books, training and qualifications required for the role (negotiable)

Required Skills

Essential

- Bachelor's degree in Marketing, Communications, Business or a related field.
- Demonstrated experience in developing and delivering integrated marketing and communications strategies.
- Strong digital marketing expertise, including website management, SEO, social media, email marketing and online campaigns.
- Experience managing marketing budgets and evaluating campaign performance using data and analytics.
- Excellent written and verbal communication skills, with the ability to produce high-quality marketing content.
- Experience managing multiple projects simultaneously and meeting competing deadlines.
- Strong stakeholder management skills, with the ability to build effective relationships across a wide range of internal and external partners.
- Experience managing external agencies, suppliers or contractors.
- Proven leadership or line management experience.
- High level of organisational skills, initiative and attention to detail.
- Fluent English (written and spoken).

Desirable

- Experience within an international school, independent school or education sector.
- Understanding of the British curriculum or the international education market.
- Japanese language ability.
- Experience using CRM systems and marketing automation tools.
- Experience in event management and community engagement.
- Knowledge of photography, videography or creative content production.
- Experience working in an international or multicultural environment.

Company Description