



Social Media Specialist 👍 Exclusive job

Working at American University in Japan

Job Information

Hiring Company

[Temple University, Japan Campus](#)

Subsidiary

Temple University, Japan Campus (TUJ)

Job ID

1610041

Division

Communications and Marketing

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

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

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

Holidays

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

Refreshed

September 22nd, 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:

Communications and Marketing

REPORT TO:

Assistant Director of Social Media

POSITION TYPE:

Full-time

WORK HOURS:

37.5 hours per week (09:00–17:30, Monday through Friday): Occasional evening or weekend work to cover events as needed, with compensatory time provided.

LOCATION:

City Campus (Sangen-jaya station)

*Commuting primarily to City Campus with regular rotation to Hillside Center (Mizonokuchi station). Primary work location is subject to change based on work volume, contents, and seasonal needs.

*Hybrid-remote flexibility after initial training period available.

VISA REQUIREMENT:

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

SALARY & BENEFITS:

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, and retirement payment system.

OVERVIEW OF POSITION:

Temple University, Japan Campus (TUJ) is seeking a creative and highly organized Social Media Specialist to lead digital storytelling for one of Japan's longest-established international universities. With more than 40 years of history in Japan and the recent expansion of the new Hillside Center, TUJ is entering an exciting new phase of growth.

With a strong focus on short-form video and a deep understanding of social media trends in Japan and globally, this role will lead fast-paced event coverage, develops strategic digital campaigns, and collaborates closely with students, faculty, and university leadership.

As TUJ continues to expand its academic programs, campus facilities, and international presence, this position plays a vital role in sharing the TUJ story and connecting with audiences in Japan and around the world.

WHAT MAKES TUJ AN EXCEPTIONAL PLACE?

- Japan's oldest and largest full-service American university, serving nearly 4,000 degree-seeking students across its campuses in Tokyo and Kyoto
- A truly global academic community, with students from nearly 100 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 universities globally and top 50 public universities in the United States
- An exciting opportunity to contribute to the university's continued growth, including the expansion of the new Hillside Center, which further strengthening TUJ's presence in the Greater Tokyo (Kanto) region

- A collaborative work environment that offers professional development, mentorship, and the opportunity to take creative ownership of impactful projects

PRIMARY RESPONSIBILITIES:

Content Strategy and Production

- Support the planning, creation, and publishing of engaging short-form video content across social media platforms, including Instagram, TikTok, and other emerging channels
- Guide and mentor student content creators by providing creative direction and hands on support with content production
- Assist in producing culturally relevant content that highlights campus life, the Hillside Center expansion, academic initiatives, student experiences, faculty expertise, and university events
- Collaborate with students, faculty, departments, and external partners to create content aligned with TUJ's brand, communications strategy, and institutional priorities
- Coordinate content planning, filming, editing, scheduling, and publishing while maintaining consistent quality and brand standards
- Monitor social media trends, platform updates, and audience insights to help improve content performance and engagement

Community Engagement and Audience Growth

- Assist with daily social media account management, including monitoring comments, messages, and audience engagement
- Support community-building initiatives across student and external audiences
- Track content performance and prepare analytics to help inform future content planning

Event Coverage and Support

- Capture photo and video content during campus events, student activities, and institutional programs, including occasional evenings and weekends
- Assist with live social media coverage and content creation before, during, and after university events
- Support the Communications and Marketing team with additional projects and other duties as assigned

APPLICATION PROCESS:

Review of applications will begin immediately with a desired start date of October 1 2026. Applications received before September 20, 2026 will be given priority review.

Required application materials to be submitted:

1. A cover letter highlighting relevant experience and what appeals to you about the position,
2. A resume or curriculum vitae,
3. A list of two references with contact information.
4. Links to an online portfolio or examples of previous work, including strong examples of social media posts, videos, or campaigns you have created or contributed to.
5. Links to your professional or relevant social media accounts, such as Instagram, TikTok, YouTube, LinkedIn or other platforms that show case your experience and skills in social media and digital content creation.

Please apply through the link: <https://tuj.bamboohr.com/careers/123?source=aWQ9Mg%3D%3D>

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:

- Bachelor's degree and proven experience producing high-performing short-form content and managing active social platforms
- Professional fluency in English and basic proficiency in Japanese, with strong understanding of social media platforms, digital content strategy, and current industry trends
- Ability to work occasional evenings and weekends for university events and social media coverage
- Strong knowledge of Instagram, TikTok, and emerging platforms
- Experience producing and editing short- and long-form video content using editing software such as CapCut, Premiere Pro, or Final Cut Pro
- Knowledge of photography, videography, professional camera equipment, lighting, and audio recording techniques
- Excellent communication, collaboration, and organizational skills with the ability to work with a fast-paced, multicultural environment

PREFERRED QUALIFICATIONS AND EXPERIENCE:

- Experience working with students or interns
- Intermediate proficiency in Japanese (JLPT N4 or equivalent)

Company Description