【千葉・柏】マーケティング（Marketing Officer）｜英国名門私立Rugby School日本校

日英バイリンガル募集｜新設インターナショナルスクールのブランド構築

Job Information

Hiring Company
Rugby School Japan Educational Corporation

Job ID
1621347

Division
Marketing / Marketing

Industry
Education

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

Non-Japanese Ratio
Majority Non-Japanese

Job Type
Contract

Location
Chiba Prefecture, Ka-shi Wa-shi

Train Description
Tsukuba Express, Kashiwanoha Campus Station

Salary
Negotiable, based on experience

Work Hours
In accordance with company regulations

Holidays
In accordance with company regulations

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General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Business Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

≪Job Description & Position Highlights≫

- Responsible for a wide range of marketing activities, including content creation, social media, website management, email campaigns, events and performance analysis
- Gain fulfilment by sharing the school's unique educational philosophy and student experiences, increasing brand awareness and contributing directly to pupil recruitment
- Utilise both English and Japanese while collaborating with teachers, admissions staff and international stakeholders to develop global marketing and communication skills
- Join a newly established British international school and play an active role in building its brand identity and developing its marketing strategy

【Job Responsibilities】
The Marketing Officer will strengthen RSJ's visibility and reputation through engaging, accurate content and coordinated marketing activity that supports enquiry generation and pupil recruitment.
This role will report to the Marketing Manager and will also work closely with the Admissions Manager, relevant teaching colleagues and external print / digital media suppliers.
The Marketing Officer will support the delivery of marketing, content and digital activity in line with the School's marketing strategy. They will create high-quality digital and print content, advertisements, publications and promotional materials that communicate RSJ's educational approach, distinctive strengths, pupil experience and community life to prospective families and the wider School community.
The role requires strong writing and organisational skills, and the ability to work independently within agreed priorities while collaborating effectively across the School.

< Key responsibilities and accountabilities >

1. Content Creation and Storytelling:

- Identify and develop stories that demonstrate RSJ's educational approach, distinctive strengths, pupil experience and community life.
- Write and edit content for social media, newsletters, website blogs, pages, email campaigns, and promotional materials.
- Work with pupils, teachers, and staff to gather information, conduct interviews, and organise content capture.
- Maintain a content calendar aligned with agreed marketing priorities and school activities.
- Support the Community Team with content and promotion for parent communications on Classlist and community events.
- Capture and edit high-quality photography and short-form video, or coordinate approved suppliers when specialist support is required.
- Check content for accuracy, clarity, brand consistency and appropriate permissions. Support accurate localisation and translation of audience-facing content between English and Japanese.

2. Website and Digital Marketing:

- Manage routine social media publishing and monitoring. Keep profiles current. Monitor comments, messages, media mentions and audience feedback, escalating enquiries or issues promptly to the appropriate colleague.
- Update school website content through the content management system as requested, including event information, campaign pages, approved policy documents supplied by responsible teams. Implement agreed content and SEO improvements, coordinating specialist support where required.
- Build, test and schedule approved marketing emails. Maintain accurate email contact lists, segmentation and tagging, following School procedures for consent, access and unsubscribes.
- Maintain accurate School profiles across relevant third-party directories and platforms, including The Good Schools Guide, etc.

3. Admissions Marketing, Campaigns, and Events:

- Work with Admissions to understand prospective families' questions and prepare relevant content for agreed audiences, markets and entry points, including brochures, flyers, banners, web pages, presentations, etc.
- Prepare marketing materials for events such as Open Days, webinars, fairs, feeder-school events, campus tours, and other agreed activities. Obtain quotes, place approved orders and liaise with printers, designers, photographers, and other suppliers.
- Coordinate assigned marketing and admissions event promotion and attend events and outreach activities as required.

4. Performance and Reporting:

- Monitor content and campaign performance across relevant channels using agreed analytics tools and tracking methods.
- Compile regular reports for the Marketing Manager, using data and audience feedback to recommend practical improvements to content, channel choice and campaign execution.
- Work with Admissions to understand how marketing activity contributes to enquiries and event registrations, where data is available.

5. Brand Assets and Collaborative Working:

- Maintain an organised collection of photography, video, approved copy, templates and brand assets, keeping photo consent records up to date to ensure appropriate use across marketing and communications channels.
- Coordinate assigned work with designers, PR agencies, photographers, videographers, printers and publications, following approved briefs.
- Follow School policies on safeguarding, privacy, image consent and confidential information.
- Support the Marketing Manager with research, presentations, media monitoring, awards submissions, directory

listings and other agreed projects.
- Undertake other reasonable duties consistent with the purpose and level of the role.

-Reports to: Marketing Manager
-Direct reports: N/A
-Key working relationships: Admissions, Registry, Operations

< Key measures of success >
Specific annual targets will be agreed through the School's planning and appraisal process. The role will ordinarily be assessed against the following measures:

- Consistent, accurate and engaging content across RSJ's approved channels.
- Contribution to growth in the volume of qualified enquiries generated through marketing channels (social media, website, email and third-party listings), measured against targets agreed with the Marketing Manager.
- Growth in reach, engagement and following across RSJ's social media channels, with consistent, on-brand content published in line with the agreed content calendar.
- Website content kept accurate and current, with policy documents uploaded promptly and measurable improvement in organic search visibility and traffic for priority keywords.
- RSJ's profiles on third-party school databases and directories kept complete and up to date, with enquiries from each source tracked and reported.
- Timely, accurate performance reports across digital and non-digital channels that inform decisions on content, campaigns and spend.
- Brochures, event programmes and press articles delivered on time, within budget and to brand standards.
- A well-organised photo and video library covering key school events and daily life, gathered and used in line with the School's consent, data protection and safeguarding requirements.
- Positive feedback from the Marketing Manager, Admissions and teaching colleagues on responsiveness, collaboration and quality of work.

< Appraisal and professional deveopment >

- Participate fully in the School's appraisal and professional development arrangements.
- Undertake training reasonably required to meet changing operational, professional, safeguarding or regulatory expectations.
- Maintain current knowledge of relevant professional practice and contribute to a culture of continuous improvement.

< About Rugby School Japan >
Rugby School Japan (RSJ) is a co-educational British international boarding and day school for pupils aged 11 to 18 (Years 7-13), located in Kashiwanoha Smart City in Greater Tokyo.
Opened in September 2023 as Rugby School's second international sister school, RSJ offers IGCSE and A level programmes within a rich academic, pastoral, boarding and co-curricular environment.
RSJ shares Rugby School's ethos, 'The Whole Person, The Whole Point'. The School combines high academic expectations with character development, outstanding pastoral care and a strong House community.
RSJ is established as a school corporation under Japan's Private Schools Act, is accredited by the Governor of Chiba Prefecture and is a member of the Council of British International Schools (COBIS).

【Employment Type】
Full-time, Fixed Term, Renewable

【Salary】
Based on experience and skill level
*The remuneration package will be competitive and commensurate with the responsibilities of the post and the successful candidate's experience.

【Working Hours】
In accordance with company regulations
*Participate in agreed out-of-hours support, maintenance, incident response and event coverage, including occasional evenings, weekends and School holidays appropriate to a boarding-school environment.

【Work Location】
Rugby School Japan

【Holidays & Leave】
In accordance with company regulations

【Benefits & Welfare】
In accordance with company regulations

Required Skills

【Essential Qualifications】

- Bachelor's degree or equivalent qualification.
- At least two years' experience in a marketing, communications or content role.
- Experience creating content for an organisation's social media channels, including copy, photography and short-form video.
- Experience writing and editing copy for websites, email and print.
- Experience using a website CMS and an email marketing platform.
- Experience supporting event planning and delivery, including logistics, registration and on-the-day coordination.
- Professional working proficiency in English and Japanese, written and spoken.
- Excellent copywriting, editing and proofreading skills, with the ability to adapt tone for different audiences.

- Confident user of social media management and analytics tools, including Google Analytics.
- Strong organisational, time-management and interpersonal skills, with the ability to coordinate colleagues and suppliers, manage competing priorities and meet deadlines.
- Up-to-date knowledge of social media platforms, trends and best practice, including channels used by families in Japan.
- Understanding of digital marketing metrics and the principles of SEO.
- Awareness of data protection and consent
- requirements when using images and information about children and families.

【Desirable Qualificaions】

- Degree in marketing, communications, journalism, media or a related field.
- Professional qualification or certification in digital marketing (e.g. CIM, Google Analytics, Google Ads or Meta Blueprint).
- Experience in the education sector, ideally in an international or independent school.
- Experience of planning and running paid social media advertising campaigns.
- Experience using WordPress and Active Campaign.
- Experience working with graphic designers, printers, PR agencies or media publications.
- Graphic design skills using tools such as Canva or Adobe Creative Suite.
- Ability to write marketing copy to native standard in both English and Japanese.
- Experience with SEO keyword research tools.
- Basic HTML/CSS knowledge.
- Knowledge of British education, including IGCSE, A level and boarding.
- Understanding of the international school market in Japan and the wider region, and how families choose a school.

【Ideal Candidate】

- Committed to safeguarding young people.
- Calm, dependable and willing to take ownership during incidents
- Collaborative, open to feedback and committed to improving systems.
- Creative, with a keen eye for detail, visual quality and brand consistency.
- Proactive and self-motivated, able to work independently and use initiative.
- Excellent interpersonal skills, able to build positive relationships with staff, pupils and parents.
- Flexible and willing to attend school events outside normal working hours.
- Discreet and trustworthy in handling confidential information.

(desirable)

- A genuine interest in education and in RSJ's ethos, 'The Whole Person, The Whole Point'.
- Experience of living or working across cultures.

※Please attach your English CV when applying.

Company Description