



Admissions & Marketing Manager

Modern International School In Tokyo

募集職種

採用企業名

マルバーンカレッジ東京

求人ID

1553962

業種

教育・学校

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2025年09月09日 00:00

応募必要条件

職務経験

6年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ネイティブ

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

Job title: Admissions & Marketing Manager

Department: Marketing & Admission

Division/School: Malvern College Tokyo

Service location: Kodaira City, Tokyo

Reporting line: Regional Admissions and Marketing Director

Effective date: Immediate

Roles and Responsibilities

Job Purpose:

We are seeking an ambitious and visionary Admissions and Marketing Manager to join our dynamic team at an IB-accredited international school in Tokyo. Opened in August 2023, our school is rapidly growing, currently serving 400 pupils with plans to extend to the Diploma Programme (DP) in August 2026. We offer the Primary Years Programme (PYP) and Middle Years Programme (MYP) for pupils from Pre-Prep to Hundred.

The Admissions and Marketing Manager will be responsible for developing and executing innovative strategies to attract high-quality prospective pupils and families, building strong brand awareness, and establishing our school as a leading IB

World School in Tokyo. Reporting to the Regional Admissions and Marketing Director, and collaborating closely with faculty and staff, the manager will design a data-driven roadmap to achieve ambitious growth goals, based on industry best practices and an in-depth understanding of the local market.

Main Duties and Responsibilities:

- Develop and execute a multi-channel marketing strategy to promote the school's brand and IB programmes, targeting both expatriate and high-calibre Japanese families in Tokyo and key feeder markets.
- Cultivate and maintain strong relationships with feeder schools, organizations, counselors, families, media and key stakeholders to build a diverse pupil pipeline.
- Oversee the admissions process, ensuring efficient recruitment, enrolment, and retention of high-performing, internationally-minded pupils.
- Stay up-to-date with trends in international education, marketing analytics, and admissions best practices to continuously refine strategies.
- Lead the team to create and manage compelling content, including brochures, leaflets, graphics, videos, newsletters, and digital assets, to drive engagement and brand awareness.
- Analyse key metrics (e.g., applications, enrolments, conversion rates, satisfaction) to optimize recruitment and marketing strategies.
- Manage operational budgets effectively, including marketing, recruitment events, and partnerships.
- Collaborate across departments (academics, operations, facilities, etc.) to deliver an exceptional experience for pupils and families.
- Represent the school at industry events and advocate for the school and IB programme.
- Supervise and mentor the admissions and marketing team, fostering professional growth and ensuring successful team performance.

Key Relationships:

Internal: Leadership Team, Office staff, Pupil family

External: Prospective families, Media, Visitors, Vendors

スキル・資格**Academic Requirements:**

- Bachelor's Degree or above

Required Working Experience:

- A minimum of 5 years of work experience in marketing, admissions or a relevant field at a prestigious school.
- Passion for international education, an entrepreneurial spirit

Competencies:

- Strong leadership
- Strategic, creative thinking skills
- Market knowledge and result oriented
- Strong networking and relationship building skills
- Data-driven decision-making skills
- Language proficiency: Japanese native level, English business level
- Strong computer literacy (Microsoft Office)
- Good interpersonal and communication skills
- Attention to detail
- Multi-tasking and balance ambiguity in a rapidly changing environment
- Able to work productively with frequent interruptions
- Cultural sensitivity
- Professional appearance to represent our organization

会社説明