

JOB DESCRIPTION

MARKETING MANAGER (CONTENT PRODUCER)

OVERVIEW

The Marketing Manager (Content Producer) is tasked with distilling the essence of UWC ISAK Japan's numerous programs into promotional content across a variety of media (video, website, social, print). This role requires working with a variety of stakeholders (faculty, administrators, and students) in the process of producing engaging and informative content about our programs. An ideal candidate possesses excellent organizational, interpersonal, and communication skills in both English and Japanese and a demonstrated ability to manage multiple projects simultaneously and deliver on deadline.

Reporting to the Director of Marketing & Communications, the Marketing Manager (Content Producer) will be involved in communicating the content and value of UWC ISAK Japan's programs to a variety of diverse audiences. The primary goal will be to progress potential program applicants (high school, summer school, etc.) toward submitting an application by creating and presenting engaging and educational content in a timely manner.

This is a full-time position based in Karuizawa that requires participation in a variety of events and activities outside of regular office hours.

EDUCATION, SKILLS & EXPERIENCE

- University degree in marketing, media production, international business, graphic design, public relations or related field preferred
- Experience in education marketing, admissions and/or student recruitment is considered an asset
- A combination of equivalent education and experience will be considered
- Bilingual speaking/reading/writing fluency in Japanese & English is required
- Excellent multimedia skills (film, photo, web) and deep familiarity with media production software (Adobe Suite, Final Cut Pro, Canva, etc.)
- Wordpress skills are an asset

ROLES & RESPONSIBILITIES

- Outline, storyboard, script and coordinate media productions
- Source and work with external media vendors (video editors, graphic designers, photographers, etc.) on media productions
- Hands-on photo & video capture and editing
- Develop and deliver presentations in both English and Japanese on UWC ISAK Japan programs

- Manage/facilitate live sessions on social media (Facebook/Instagram LIVE, etc.)
- Manage email marketing campaigns

SKILLS / STRENGTHS / REQUIREMENTS

- Desire to work in a fast-paced environment that values innovation and problem solving
- Desire to work with adults and students from different cultures, religions and backgrounds
- Ability to take the initiative in developing and implementing new procedures and programs
- Keen attention to detail
- Service-oriented and sensitive to applicants' needs and concerns
- Understanding of social media platforms for marketing purposes
- Globally-minded and interested in experiencing a diverse community
- Self-starter who can work independently and deliver on deadline
- Strong organizing skills needed to mobilize students and groups for projects (events, videos, etc.)
- Advanced English / Japanese language skills
- Excellent factual and creative writing skills with ability to tailor messages to specific audiences
- Passion for photography and video production
- Experience with social media strategies and social media campaigns
- Receives feedback positively and committed to continual improvement
- Access to a car and valid driver's license required (due to campus location)

DETAILS

TIMELINE

Open until filled

START DATE

August 1, 2021 (or earlier, if possible)

DETAILS

Full-time, one-year contract with option to renew

SCHEDULE

Regular work hours: Monday - Friday from one of the following time windows (7:30 - 16:15 or 8:00 - 16:45 or 8:30 - 17:15). Please note that this position will require some evening, weekend, and overtime work. However, we will ensure our employees maintain a healthy work-life balance.

LOCATION

UWC ISAK Japan Campus (Karuizawa, Nagano Prefecture) * A combination of remote and on-campus work might be possible for the initial 1-2 month period

BENEFITS

Japanese private school health insurance, annual paid leave, professional development opportunities. In addition to personal leave and Japanese national holidays, staff are also entitled to regular holiday periods associated with the school's holiday schedule (Spring - 3 days; Summer - 5 days; Fall - 3 days, Winter - 8-10 days).

SALARY RANGE

4.5-5 million JPY per annum (salary commensurate to experience)

HOW TO APPLY

Submit a cover letter and resume using the subject line Marketing Manager (Content Producer) to recruit@uwcisak.jp

GENERAL INFORMATION

ABOUT UWC

Founded in 1962, UWC (United World Colleges) is a global education movement that makes education a force to unite people, nations and cultures for peace and a sustainable future. UWC is comprised of schools and colleges in 18 countries, with national committees and selection contacts in more than 155 countries. UWC fosters a lifelong commitment to social responsibility, and to date has inspired a network of 60,000 alumni who believe it is possible to work for positive change.

The majority of students attending UWCs are selected by UWC national committees. In support of the belief that education should be independent of a student's ability to pay, 70% of national committee selected IB Diploma students receive full scholarships. The UWC movement places a high value on experiential learning, outdoor education, service and other cultural understanding, alongside the academically challenging International Baccalaureate Diploma Programme (IBDP).

ABOUT UWC ISAK JAPAN

UWC ISAK Japan is Japan's only full-boarding international high school and the newest member of the United World Colleges movement. Following the Japanese school system, UWC ISAK is a three-year high school, with all students in grades 11 and 12 following the IB Diploma Programme curriculum. The school is accredited by the Japanese Ministry of Education (MEXT), and all graduates receive a Japanese high school diploma. Currently, 187 students from 73 countries attend UWC ISAK Japan, with 70% of students receiving

full or partial need-based scholarship support. 30% of enrolled students are Japanese, with the remaining 70% coming from homes outside of Japan.

LOCATION

Karuizawa is located in Nagano Prefecture, home to the 1998 Winter Olympics and fondly referred to as the “Roof of Japan.” Karuizawa has been attracting an international mix of visitors since the late nineteenth century. The mountainous climate keeps Karuizawa cool and comfortable during Japan’s summer months, making it a popular escape from Tokyo’s heat and humidity. Karuizawa experiences four seasons with regular snow in the winter which generally lasts from early December through February. Monthly temperatures average between 21 and -5 throughout the year.

While the full-time population of Karuizawa is fewer than 20,000, the population of the town increases dramatically during the summer tourist season. From Tokyo, it takes approximately 70 minutes to reach Karuizawa station on the Shinkansen (Japanese bullet train).

Karuizawa is a favorite destination for outdoor enthusiasts and offers year-round recreation including hiking, cycling, tennis, golf and skiing. In addition, a vibrant arts & crafts scene includes art galleries and museums, a performing arts center, a symphony hall, and a community symphony. There are also many good restaurants with wide ranging cuisines, a large upscale outlet mall with designer shops, a variety of onsen hot springs and a local volcano, Mt. Asama.

UWC ISAK Japan is located on the outskirts of Karuizawa in a quiet residential community, and the school is not within easy walking distance to a train station or a large supermarket. Schooling options for faculty children are limited to the local public schools where all instruction and communication is in Japanese. We are not able to guarantee admission to UWC ISAK for faculty children in grades 10-12 or to guarantee scholarships if faculty children are admitted.

For more information about the town of Karuizawa, please go to the following website:
<http://www.japanvisitor.com/japan-city-guides/karuizawa-guide>