



Marketing Manager at Phoenix House

Phoenix House is a British prep school in the heart of Tokyo, providing an academically rigorous, nurturing, and enriching education for children aged 5–11. With strong values, a vibrant House system, a rich enrichment programme, and close links to Clarence International School (Pre-Prep) and Rugby School Japan (Senior School).

Role Overview

The Marketing Manager plays a central role in communicating the school's profile, reputation, and culture. This position requires a strategic thinker and creative communicator who can drive enrolment, further strengthen brand identity, manage internal communications, and share the story of Phoenix House with the local and global community. The postholder will deliver both strategic planning and hands-on execution across digital, print, events, internal comms, and community engagement.

Key Responsibilities

Marketing Strategy & Planning

- Develop a comprehensive, multi-channel marketing and internal communications strategy to achieve full enrolment and increase visibility within Tokyo and internationally.
- Conduct market research and competitor analysis to inform strategic decision-making and identify growth opportunities.
- Create annual marketing and internal communications plans with clear objectives, budgets, timelines, and KPIs, presenting half-termly progress reports to the Leadership Team.

Brand Management & Positioning

- Shape and strengthen the school's strong brand identity, ensuring it resonates with both local and international audiences.
- Position Phoenix House as a leader in British prep school education in Japan, highlighting academic excellence, enrichment, community engagement, and our warm, family-focussed internal culture.

- Monitor brand consistency across all channels, including internal platforms, ensuring alignment with the school's values and mission.

Digital Marketing & Innovation

- Drive the school's digital presence, including content strategy, campaigns, and advertising.
- Oversee the school website redesign and optimisation, improving user experience and enquiry conversion.
- Develop innovative content, including blogs, videos, social media, webinars, weekly internal newsletters, termly Phoenix Tales magazines and email campaigns, that showcase the unique life of Phoenix House.
- Use data-driven tools and analytics to track, measure, and refine campaigns.

Internal Communications

- Act as the lead for internal communications, ensuring timely, clear, and engaging information sharing with staff, leadership, and key stakeholders.
- Manage internal newsletters, bulletins, and digital channels to keep staff and the Board of Governors informed and inspired.
- Support the Head of School and Leadership Team with messaging, tone, and consistency for staff communications.
- Strengthen staff engagement by highlighting achievements, culture, and professional development opportunities.

Community Engagement & Networking

- Build relationships with local and international communities (expatriate groups, embassies, businesses, and cultural organisations).
- Organise impactful Open Days, tours, and networking events to attract high-calibre families.
- Represent Phoenix House at education fairs, community events, and forums to enhance visibility.

Strategic Partnerships & Outreach

- Establish partnerships with educational consultants, relocation agencies, and corporate networks to widen reach.
- Collaborate with alumni and parent communities to support referral programmes and advocacy initiatives.
- Create targeted campaigns tailored to different audiences, including expatriates, Japanese families, and international professionals.

Admissions Integration

- Work closely with the Admissions team to ensure seamless alignment between marketing campaigns and the admissions process.
- Develop tailored strategies to nurture prospective families at each stage of the admissions journey, from enquiry through enrolment.

Data-Driven Decision-Making

- Leverage analytics to evaluate campaign performance and identify opportunities for optimisation.
- Deliver half-termly reports for senior leadership, presenting outcomes, insights, and recommendations.
- Stay abreast of industry and education marketing trends, adopting innovative practices to maintain competitiveness.

Professional Skills & Attributes

- Strong understanding of marketing strategy, brand positioning, and internal communications.
- Excellent written and verbal communication skills in English (Japanese proficiency not essential but desirable).
- Creative flair in content creation.
- Proficiency with digital marketing tools.
- Strong organisational skills with the ability to manage multiple campaigns and priorities.
- Collaborative team player with a proactive, flexible approach.
- A strong advocate for British prep education and the values of Phoenix House.

Safeguarding & Child Protection

Phoenix House is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. Successful applicants will be subject to background checks in line with safer recruitment policies.