

## Admissions & Marketing Director

St. Michael's International School (SMIS) is a long established British international school in Kobe, Japan specialising in children aged 3 to 11. We are known for a warm, values led culture, high quality teaching and learning, strong pastoral care and genuine partnership with parents.

We are recruiting a newly created Admissions and Marketing Director post. This role is central to the school's sustainability and growth. Current enrolment is 142 and our first milestone is to reach 150 plus students. The Director will lead the full family journey from first enquiry to confirmed enrolment and successful onboarding, while shaping and delivering the school's marketing strategy and brand presence.

This is a hands-on role combining strategic thinking and practical delivery, working closely with the Head of School and wider team. Above all we are seeking someone who will represent the school with warmth, professionalism, and integrity, and who is excited by the opportunity to make a visible and meaningful impact on enrolment growth and community connection.

**Start date:** July 2026 or earlier start for the right candidate

**Contract:** Full time, 2 year fixed term, renewable

**Reporting to:** The Head of School

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### Job purpose

To lead and deliver an integrated admissions and marketing strategy that drives values led growth and strengthens retention, ensuring the school is consistently visible and clearly positioned. We want every family to feel welcomed, known and cared for from the first enquiry. The post holder will own the full admissions journey and ensure communications are aligned, accurate and on brand, building confidence and trust within the community.

### Key Responsibilities

#### Admissions process

Own and continuously improve the end-to-end admissions process, maintaining high standards for responsiveness, follow up and next steps

Act as the point of contact for new families, building strong relationships

Deliver engaging school tours, open house events and follow up that build trust and convert enquiries

Use feedback from new families and leavers to review and improve the admissions process

#### Community outreach

Strengthen local visibility through community engagement and strategic relationships

Build referral pathways through current families, alumni and community partners, monitoring impact on enrolment

Represent the school externally in a way that enhances reputation and trust

#### Enrolment strategy

Set and deliver an annual enrolment growth plan

Monitor the full admissions process and improve conversion at each stage

Provide monthly reporting with clear actions and priorities

Use lead source data, family feedback and market awareness to refine targeting and activity

## **Leadership and operations**

Manage the admissions and marketing budget effectively

Work closely with leaders, teachers and the office team to ensure a unified message

## **Marketing, brand and communications**

Lead the school's brand, key messages and storytelling to drive visibility and qualified enquiries

Oversee website, social media, email communications and admissions materials for quality and consistency

Maintain and deliver a clear content plan linked to enrolment priorities

Plan, deliver and evaluate termly promotional campaigns

## **Success measures**

Conversion rates from enquiries, applications and enrolments

Response times and follow up consistency

Retention indicators and family experience feedback

Campaign, website and social media performance

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## **Position Specifications**

### **Language Proficiency**

Professional level bilingual communication in English and Japanese (spoken and written), evidenced through qualifications and or interview tasks

### **Qualifications**

Bachelor's degree in a relevant field e.g. marketing, business, communications or related field

Eligibility to work in Japan

### **Preferred skills and experience**

Experience of admissions, enrolment, or marketing

Excellent interpersonal skills and confidence to engage new and prospective families

Strong digital marketing capability across website content, social media and email communications

Working knowledge of Google Workspace or similar

Commitment to safeguarding, child protection and student wellbeing

### **Desirable skills and experience**

An understanding of the international school market

Experience of working in Japan

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## **Hours of work**

Monday to Friday 09:00 to 17:00, with flexibility as required for events and peak admissions periods.

## **Salary and benefits**

A 15 step salary scale starting at ¥400,000 per month. Placement determined by relevant experience. Annual bonus linked to enrolment growth and admissions targets. The package includes furnished housing and relocation support for eligible overseas hires, return flights every two years for staff with a permanent address outside Japan, tuition discount for two eligible dependants and paid annual leave.

## **How To Apply:**

Applications should be made direct to the school via [the employment page](#) of the school website

## **Closing date:** 31st March

The school reserves the right to appoint before the closing date, so early applications are encouraged.

## **Application requirements:**

Online application form

A full curriculum vitae

Contact details of two professional referees

A letter addressed to the Head of School outlining suitability for the role, key strengths and relevant impact, and reasons for wishing to join the school.

***St. Michael's International School is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment.***

*Growing, working, learning together*