



Job Description

Marketing & Events Manager

Phoenix House International School

About Phoenix House

Phoenix House International School is a British preparatory 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, an outstanding enrichment programme, and close links with Clarence International School (Pre-Prep) and Rugby School Japan (Senior School), Phoenix House has rapidly established itself as one of Japan's leading British international schools.

As Japan's first COBIS Beacon School, Phoenix House is entering an exciting new phase of growth and is seeking an exceptional Marketing & Events Manager to help strengthen its reputation, build meaningful relationships with families and partners, and further develop its thriving school community.

Role Overview

The post holder will be required to exercise professional judgement and work collaboratively to undertake the following responsibilities.

1. Marketing & Brand Development

- Develop and deliver the annual Marketing & Events Plan.
- Lead the school's brand identity and marketing communications across digital and print channels.
- Oversee the website, social media, publications and promotional materials in collaboration with the Communications Officer.
- Work with school leadership to continually enhance the school's visual identity and brand experience, including merchandise, uniform branding, signage, campus presentation and other brand touchpoints.
- Monitor marketing performance and recommend improvements based on data, feedback and market insight.

2. Events, Community & Development

- Plan and deliver Open Days, admissions events, community events, alumni engagement activities and fundraising initiatives.
- Create meaningful experiences that bring the school's values and educational philosophy to life.
- Build and maintain long-term relationships with prospective families, current parents, alumni, partners and the wider community.
- Support the continued development of the Phoenix House community through engagement, partnership and development activities.

3. Admissions, Partnerships & Growth

- Work closely with the Admissions & Registry Team to support pupil recruitment and retention.
- Develop partnerships that strengthen the school's reputation and contribute to long-term growth.
- Lead the marketing and promotional support for holiday camps and other externally delivered programmes.
- Ensure all externally facing initiatives align with the school's safeguarding, governance and brand standards.

4. Leadership & Collaboration

- Provide day-to-day leadership, guidance and support to the Communications Officer.
- Work collaboratively with colleagues across Phoenix House and the wider CEA Group.
- Support whole-school events and contribute positively to the wider life of the school.
- Build strong relationships with staff, parents, alumni and external partners.

5. Strategy & Continuous Improvement

- Evaluate the effectiveness of marketing, communications and community engagement activities.
- Monitor trends in international education, admissions and school marketing, recommending improvements where appropriate.
- Contribute to the school's long-term strategic development and wider CEA Group initiatives.
- Undertake any other duties deemed reasonable by the Head of School or Operations Director.

Personal Specification

Experience

- ●At least three years' experience in marketing, communications, events, admissions, public relations, or a related field.

- Experience within a British independent school, British international school, or another international education setting would be highly desirable.
- Experience of planning and delivering marketing campaigns, events, or community engagement initiatives.
- Experience of managing multiple projects and stakeholders simultaneously.
- Experience of leading, mentoring, or supervising colleagues would be desirable.

Knowledge, Skills and Abilities

- Excellent written, verbal, presentation and interpersonal communication skills.
- Confidence to act as a public face of the school and represent Phoenix House professionally with prospective families, parents, alumni, partners, and the wider community.
- A strong understanding of the British independent school sector and the ability to communicate the distinctive values of a British international education through authentic storytelling, community engagement, and exceptional visitor experiences.
- Strong project management and organisational skills, with the ability to manage multiple priorities and deadlines.
- Experience in digital marketing, website management, social media, publications, and content creation.
- Ability to analyse marketing performance and use data and market insight to inform decision-making.
- Strong IT skills, including Microsoft Office and digital communication platforms.
- Business-level English. Japanese language skills are welcomed but not essential.

Disposition – evidence of

- A genuine commitment to the mission, values and educational philosophy of Phoenix House International School.
- A passion for British international education and for building strong school communities.
- A natural relationship builder who enjoys meeting people and creating meaningful connections.
- Creativity, initiative, and a proactive, solutions-focused approach.
- Professionalism, integrity, warmth, and excellent judgement.
- Flexibility, resilience, and enthusiasm within a fast-moving and evolving organisation.
- Commitment to safeguarding and promoting the welfare of children.
- A sense of humour.