

OYIS highly values the safety and wellbeing of our students. All employees are expected to take Child Protection training as provided by the school. Background checks are also conducted on all adult employees and volunteers of the school.

Marketing and Communications Coordinator Job Description

The Marketing and Communications Coordinator plays a strategic role in positioning Osaka YMCA International School and its external programs as a leading choice by combining data-driven marketing with powerful storytelling. This role develops and delivers persuasive content—across digital platforms, print media, and in-person events—that builds awareness, deepens community engagement, and drives demand for OYIS and its external programs. By analysing market trends and audience data, the coordinator ensures that messaging is consistent, targeted, and impactful—enhancing the school’s visibility, reputation, and long-term growth while fostering trust and pride across the school community.

Essential Requirements:

- Degree in communications, marketing, education, public relations, or a related field (or equivalent experience)
- Demonstrated experience with marketing and strategy
- Strong knowledge of marketing techniques and principles
- Strong data analysis and customer relationship management skills
- Strong organisation and project management skills
- Photography and video creation skills
- Ability to manage, coordinate, and complete multiple projects at the same time
- High levels of initiative, confidentiality, professionalism, and empathy, communicating effectively across teams
- Availability and flexibility to work weekends and evenings when required

Desired:

- Experience in an IB school setting
- Understanding of analytics tools
- Background in graphic design
- Multilingual (Japanese, English, Mandarin)

Reports to: Senior Leadership Team

Major Responsibilities

Marketing and Branding

- Ensure the school's brand identity is consistently communicated across all marketing channels
- Optimise the school's website and social media presence using analytics and performance data
- Identify opportunities to enhance the prospective family experience through strategic engagement and targeted messaging
- Monitor competitor schools and market trends to position the school effectively within the international schools in the Kansai region
- Interpret data and provide insights to enhance the effectiveness and impact of communications, engagement strategies, and advancement initiatives
- Organise and attend marketing activities or events to raise brand awareness
- Conduct market research to identify opportunities for promotion and growth
- Track and report on key marketing KPIs
- Use analytics tools to identify trends and adjust strategy for optimal impact
- Interpret and apply the YMCA's branding guidelines in the design and development of school media

Communications

- Ensure that members of our community are informed in a timely, efficient and culturally appropriate manner of ongoing events at school (including weekly newsletters)
- Create, improve, and update school website content
- Ensure internal and external messaging are aligned with the school's overall brand strategy

Admissions

- Support admissions strategy by contributing data insights and market updates
- Collaborate with the Admissions Officer to align messaging and improve prospective family experience
- Develop print and digital content tailored to key audience segments

Alumni

- Develop and maintain a comprehensive alumni database and communication strategy
- Plan and execute alumni-focused events as part of a collaboration of relevant stakeholders
- Highlight alumni achievements through newsletters, website features, and social media

- Engage alumni as brand ambassadors to support marketing, admissions, and school events.

Contributing to a Learning Community

- Reflect the school's mission, vision and values in own choices and actions
- Adhere to the school's Child Safeguarding policies and practices
- Ensure respectful, inclusive, and culturally sensitive engagement with all members of the school community
- Be organised and disciplined with own responsibilities
- Set and monitor own challenging goals, seeking out own professional learning opportunities, reflecting on own practice
- Participate in school events when asked

This role works as part of an overall strategic marketing team. This role may encompass other duties as deemed necessary by the Senior Leadership Team, ensuring the continual alignment with the School's goals and values.

Interested candidates should submit a cover letter and resume to employment@oyis.org.

Applications will be accepted until February 27, 2026.