

## Job Description

### MARKETING & CONTENT SPECIALIST

Last Reviewed: April 2022

#### Position Summary

The Marketing & Content Specialist interacts closely with internal and external stakeholders, and is primarily responsible for developing written content to support the school's marketing initiatives.

#### Reports to & Evaluated by

Director of Marketing & Communications

#### Roles & Responsibilities

Collaborate with the Digital Designer to capture, create, and communicate the CA story to the internal and external community and stakeholders.

##### *Marketing & External Communications*

- Develop written content on a scheduled and ad-hoc basis in support of the school's marketing efforts, including for specific marketing campaigns.
- Develop and produce quality printed materials including a prospectus presenting the school in general and brochures for specific programs or initiatives.
- Initiate, develop and maintain relationships with various external service providers supporting the Marketing Office: market researchers, consultants, printing companies, outsourced designers, photographers, etc.
- Proactively identify PR opportunities and follow through with the press when appropriate.

### *Internal Communication & Community Relations*

- In collaboration with the Director of Marketing & Communications, ensure the CA story is captured, curated, and centrally published to a high quality standard and using a variety of media.
- In collaboration with the Director of Marketing & Communications, proactively implement website updates, news articles, social media posts, and other audiovisual content to ensure a high quality message consistent with the CA Mission and visual identity.
- Proactively identify and follow up “newsworthy” activities across the school, resulting in the writing of engaging and compelling stories that support the school’s mission and vision.
- Post targeted and relevant content – images, text, and graphics – created and tailored to the needs and profiles of the school’s different social media channels.

### *CA Mission & Values*

All employees are expected to perform the duties of their employment conscientiously and in alignment with the School’s Core Values, Mission, and Objectives.

### *Child Protection*

It is the goal of the Canadian Academy to maintain a school environment for all students free from abuse. All Canadian Academy employees share a collective responsibility for the safety of Canadian Academy students. No Canadian Academy employee may engage in any activity constituting abuse.

Aligned with the recommendations of the International Task Force on Child Protection, we hold ourselves to a high standard of effective recruiting practices with specific attention to child protection.

### *General Terms & Conditions*

- All employees of Canadian Academy are required to comply with the school’s Code of Conduct and all other school policies.
- In keeping with Canadian Academy’s commitment to lifelong learning, all employees are expected to embrace and participate in the school’s professional learning program.

- This role also includes any duties other than those listed above which may reasonably be requested by the supervisor or the Headmaster.
- The School reserves the right to update this Job Description from time to time depending on evolving organizational needs.

*Ideal Candidate Profile*

- Fully bilingual in English and Japanese
- Open-minded and comfortable operating in a multicultural environment
- Strong collaborator in producing and guiding creative work
- Excellent project management skills, self-starter and able to meet deadlines
- Flexible and adaptable to respond to shifting priorities in a fast-paced environment
- Open to mentoring students with digital design-related questions
- Outstanding technical skills and excellent knowledge of social media
- Experience with graphic design, video production and/or photography, including Adobe Creative Suite (Illustrator and Photoshop)

**Interested applicants are invited to submit a covering letter and resume to [caemployment@canacad.ac.jp](mailto:caemployment@canacad.ac.jp) by May 20, 2022.**