

## JOB DESCRIPTION

### COMMUNICATIONS SPECIALIST (Part-time / Contract)

This position is designed for a specialist in Public Relations and Marketing Communications. The successful candidate is tasked with building and maintaining a positive public image of the school through effective PR/Marketing Communications activities with the media. This position requires a native Japanese speaker with fluency in spoken and written English.

Working closely with the Marketing & Communications Director and the Chair of the Board, the Communications Specialist will be responsible for handling the following types of tasks:

### PUBLIC RELATIONS AND MARKETING COMMUNICATIONS

- Proactively identify PR opportunities that align with overall communications strategies
- Foster positive relationships with key target media and respond to media inquiries
- Coordinate media interviews and related events on behalf of the school and the Chair of the Board (including liaising with media and other relevant parties)
- Review and recommend edits to content before publication (where possible)
- Write and produce press releases, articles and related materials for both external and internal distributions
- Write content and carry out minor edits to Japanese website
- Write Japanese content for school blog
- Assist students/staff/faculty who are featured in the media to get them prepared for the publication to maintain a positive image of the school.
- Occasionally support the Admissions team, Development team and Summer School team in terms of external communications in Japanese

### PUBLIC SPEAKING OPPORTUNITIES FOR THE BOARD CHAIR

- Coordinate and negotiate public speaking opportunities, liaising with the Chair of the Board, the Executive Assistant to the Chair of the Board, and the organizers of the events
- Produce and prepare presentations and other related materials for the events
- Handle accounting-related clerical tasks (ie. budgeting and invoicing) related to the speaking events

## WORKING HOURS

- 15 - 20 hours per week. While an ideal candidate will be based in Karuizawa, we are open to remote-working arrangements with occasional in-person trips to Karuizawa. There is also some flexibility in terms of working hours. Specific conditions are negotiable.

## COMPENSATION & CONTRACTUAL TERMS

- This position will be classified as an outsourced contractor (業務委託). The fee is negotiable based on experience.

## REQUIREMENTS

- Resonate with UWC ISAK Japan mission and values
- Professional experience in PR or/and Marketing Communications
- Japanese and English fluency in both speaking and writing
- General office skills including office suite and presentation software
- Strong factual and creative writing skills

## PERSONAL CHARACTERISTICS

- Globally-minded and interested in experiencing a diverse community
- Self-starter who can work independently
- Excellent interpersonal skills with positive mindset
- Ability to prioritize and plan effectively
- Respect for the school's unique assets and reputation, which have been built up by many people who had supported the school
- Ability and willingness to adapt to a fast-paced, ever-changing work environment

## HOW TO APPLY

- 1 - Complete this form <https://forms.gle/jgv8TVn6U7Btu34K7>
- 2 - Send a copy of your CV to [communications@uwcisak.jp](mailto:communications@uwcisak.jp)
  - Application Deadline: Until filled
  - Target Start Date: April 1 or sooner

## GENERAL INFORMATION

### UWC ISAK JAPAN CORE VALUES

#### **A Shared UWC Mission**

*UWC makes education a force to unite people, nations and cultures for peace and a sustainable future.*

#### **Our Distinct Identity**

*At UWC ISAK Japan, we empower each other to be transformational leaders who explore new frontiers and make a positive impact today and in the future.*

We believe not only in the power of education, but also in the power of young people to become catalysts for positive change. We aim to create an environment where students learn to understand and appreciate different perspectives, challenge themselves academically and emotionally, and develop their innate potential as change-makers who can identify what is most important and needed, take action in the face of discomfort, use diversity as a strength, and support others in this practice.

#### **Our Motto**

Our school motto reflects our hopes for and dedication to all UWC ISAK Japan students as they journey through one of the most important and exciting times of their lives.

*One Life. Realize Your Potential. Be a Catalyst for Positive Change.*

#### **Leadership Education at UWC ISAK Japan**

Part of our distinct identity as a UWC is our focus on leadership, specifically leading ourselves and leading with others.

## **We believe in transformational leadership.**

### **Who is a transformational leader?**

A transformational leader is someone who consistently identifies what is most important and what is needed, takes action in the face of discomfort, uses diversity as a strength, and supports others in this practice. With continuous practice, a transformational leader creates positive change within self and the community at large.

A transformational leader consistently applies these foundational skills of leadership:

- Awareness: Deeply observes oneself and the environment, and understands what is important for self and the greater good.
- Connection: Empathizes with members of a community, understands their diverse potentials and values, and supports them towards a common goal.
- Action Taking: Steps out of one's comfort zone to courageously bring ideas to life.
- Self-Discipline: Responds positively to challenges with measured reflection, growth mindset, resilience and optimism.
- Creativity: Generates innovative ideas and questions and builds upon those of others

### **Leadership is a practice.**

Leadership is not a position or status that a selective group of people earn, whether by the virtue of their economic or social position in society or their innate demeanor or personality. At UWC ISAK Japan, we believe that leadership is a practice. This practice is integrated into our curriculum, and we believe that with practice, individuals can grow and integrate the essential skills of leadership.

### **About UWC**

Founded in 1962, UWC (United World Colleges) is a global education movement that makes education a force to unite people, nations and cultures for peace and a sustainable future. UWC comprises schools and colleges in 18 countries, with national committees and selection contacts in more than 158 countries. UWC fosters a lifelong commitment to social responsibility, and to date has inspired a network of 60,000 alumni who believe it is possible to work for positive change.

The majority of students attending UWCs are selected by UWC national committees. In support of the belief that education should be independent of a student's ability to pay, 70% of national committee selected IB Diploma students receive full scholarships. The UWC movement places a high value on experiential learning, outdoor education, service and other

cultural understanding, alongside the academically challenging International Baccalaureate Diploma Programme (IBDP).

### **About UWC ISAK Japan**

UWC ISAK Japan is Japan's only full-boarding international high school and the newest member of the United World Colleges movement. Following the Japanese school system, UWC ISAK is a three-year high school, with all students in grades 11 and 12 following the IB Diploma Programme curriculum. The school is accredited by the Japanese Ministry of Education (MEXT) and all graduates receive a Japanese high school diploma. Currently approximately 200 students from nearly 80 countries attend UWC ISAK Japan, with 70% of students receiving full or partial need-based scholarship support. 30% of enrolled students are Japanese, with the remaining 70% coming from homes outside of Japan.

### **Location**

Karuizawa is located in Nagano Prefecture, home to the 1998 Winter Olympics and fondly referred to as the "Roof of Japan." Karuizawa has been attracting an international mix of visitors since the late nineteenth century. The mountainous climate keeps Karuizawa cool and comfortable during Japan's summer months, making it a popular escape from Tokyo's heat and humidity. Karuizawa experiences four seasons with regular snow in the winter which generally lasts from early December through February. Monthly temperatures average between 21 and -5 throughout the year.

While the full-time population of Karuizawa is around 20,000, the population of the town increases dramatically during the summer tourist season. From Tokyo, it takes approximately 70 minutes to reach Karuizawa station on the Shinkansen (Japanese bullet train).

Karuizawa is a favorite destination for outdoor enthusiasts and offers year-round recreation including hiking, cycling, tennis, golf and skiing. In addition, a vibrant arts & crafts scene includes art galleries and museums, a performing arts center, a symphony hall, and a community symphony. There are also many good restaurants with wide ranging cuisines, a large upscale outlet mall with designer shops, a variety of onsen hot springs and a local volcano, Mt. Asama.

UWC ISAK Japan is located on the outskirts of Karuizawa, in a quiet residential community and the school is not within easy walking distance to a train station or a large supermarket. Schooling options for faculty children are limited to the local public schools where all instruction and communication is in Japanese. We are not able to guarantee admission to UWC ISAK for faculty children in grades 10-12 or to guarantee scholarships if faculty children are admitted.

For more information about the town of Karuizawa, please go to the following website:

<http://www.japanvisitor.com/japan-city-guides/karuizawa-guide>