



ASHINAGA
あしなが育英会

Ashinaga Foundation

Sabo Kaikan 4F, 2-7-5 Hirakawacho, Chiyoda-ku, Tokyo 102-8639 Japan

Tel: 03-3221-0888

Email: info@ashinaga.org

en.ashinaga.org



ASHINAGAofficial



@AshinagaGlobal

**Digital Marketing Manager
Ashinaga Foundation (Tokyo)**

The Ashinaga Foundation is an NGO based in Tokyo that strives to provide educational and emotional support to young people who have experienced the loss of one or both parents. In 2001, Ashinaga expanded beyond its domestic activities and now supports a global community of disadvantaged young people with a focus on sub-Saharan Africa through the Ashinaga Africa Initiative (AAI) leadership program.

The Marketing Department dynamically collects market needs and analyzes them for the our activities and outreach to the world which leads Ashinaga to support Japanese and African orphaned students for academic opportunities.

The Marketing Department is looking to hire a manager for the current four-person digital marketing team and is looking for someone with a proactive and solid work ethic. The manager role is to give team members roles and goals to help them plan and execute overall digital marketing strategies, set and monitor KPIs, and direct them in creating deliverables.

General	Start Date: From November 1 st 2021 onwards Location: Chiyoda-ku, Tokyo, Japan
Duties	<p>We are looking for a Digital Marketing Manager to join our team based in Tokyo. As a member of the Digital Marketing Manager, your duties would entail:</p> <ol style="list-style-type: none"> 1 Digital Marketing Strategy and Management <ul style="list-style-type: none"> ✓ You will be in charge of the PDCA cycle such as strategy planning, policy execution, data analysis, and strategy reflection with team members. ✓ Creating digital marketing goals and budgets and manage the budget. ✓ Setting goals for team members and prioritize operations. ✓ You will be asked to formulate a fundraising strategy for Ashinaga's overseas offices. ✓ Communicating with the directors of each country in overseas offices, share fundraising strategies, and provide business support. 2 Specific Responsibilities <ul style="list-style-type: none"> ✓ Website (Japan head office, overseas office) ✓ Content Marketing ✓ SNS (Facebook, Twitter, Instagram, LinkedIn, etc.) ✓ E-mail marketing (Japanese and English) ✓ Digital advertising (Google, Facebook, Twitter, etc.) ✓ Fundraising campaign planning promotion ✓ Branding Guide 3. Other tasks <ul style="list-style-type: none"> ✓ Supporting other areas of Ashinaga's work when necessary, including fundraising and Japanese students' Tsudo. ✓ Undertaking other tasks assigned by the organization.
Requirements	Mandatory <ul style="list-style-type: none"> ✓ Japanese (Native or Fluent) ✓ Bachelor's degree ✓ At least three years of relevant work experience in a corporate environment

	<p>(e.g. Direction of web production and editing, SNS operation, email news editing, advertising operation, and measurement and analysis of the effectiveness of each.)</p> <ul style="list-style-type: none"> ✓ Experience of working as a team manager (e.g. Setting of KPIs, OKRs, and other target indicators for projects, arrangements for achieving them, progress management, appointment setting and schedule coordination involving multiple stakeholders such as individual and corporate clients and external organizations, etc.) ✓ Experience in writing and sending out messages in Japanese (e.g. Creating press releases and other PR articles, writing and sending out SNS and blog articles, etc.) ✓ Familiarity with communicating through a range of platforms including Facebook, LinkedIn, WhatsApp, LINE, Slack, Chatwork ✓ Communication skills ✓ Ability to organize, prioritize and multi-task independently ✓ Willingness and ability to travel domestically and internationally ✓ Understanding of the mission and purpose of the Marketing Department and the underlying values of the Ashinaga Foundation <p>Preferred</p> <ul style="list-style-type: none"> ✓ English (Native or fluent) ✓ Relevant Masters degree ✓ Previous work experience in Japan
Benefits	<p>Salary</p> <ul style="list-style-type: none"> ✓ Starting from JPY4,697,600 for the first year; salary commensurate with experience. ✓ One-year contract: Contract may be renewed upon discussion. <p>Other Benefits</p> <ul style="list-style-type: none"> ✓ Economy class flight to Japan from the country of residence (at the beginning and end of your employment with Ashinaga), weekly Japanese lessons, work-related travel expenses, inclusion on an employee insurance program, 20 paid holidays per year (excluding national holidays and weekends)
How to Apply	<p>To apply, please submit your CV/ resume, a one-page cover letter and any materials which shows your experience in writing and dissemination if any (personal SNS, blogs are acceptable) by 27th August 2021(Japan Standard Time) to:</p> <ul style="list-style-type: none"> • Chieko Nanayama (nanayama.c@ashinaga.org) • CC: Yusuke Utsugi (recruit@ashinaga.org)
Contact	<p>Ashinaga Foundation Marketing Department Sabo Kaikan 4 F, 2-7-5 Hirakawa-cho, Chiyoda-ku, Tokyo 102-8639, Japan</p> <p>Please send your CV and Cover Letter to Chieko Nanayama by email (nanayama.c@ashinaga.org)</p>