



English Path Head Office
891 Greenford Road,
Greenford, London,
United Kingdom, UB6 0HE
info@englishpath.com
+44 20 4534 0788

JOB DESCRIPTION

JOB TITLE: Junior Business Development Manager

REPORTS TO TITLE: Regional Manager Asia

BUSINESS FUNCTION/ SUB-FUNCTION: Sales and Marketing

LOCATION: Japan (in-country)

ABOUT ENGLISH PATH:

English Path is a rapidly growing, global English, German and French language school that empowers students of all ages through language learning and cultural experiences. English Path has expanded significantly since its foundation, establishing modern campuses, and professional learning environments in the UK, Europe, North America, and the Middle East.

We provide a diverse range of courses, including General English, French and German; Academic and Exam preparation, Electives, Pathway programmes and Professional Certificate programmes. Our curriculum is designed to not only encourage students to enhance their language skills, but also facilitates immersion into the local culture through themes which connect the classroom to real-world experiences. We also offer additional ancillary services such as high-quality accommodation, student insurance and transfers.

By joining English Path, you will be immersed in a talented, passionate, and dynamic group of professionals who are focused on one clear vision; to transform lives through education. Find out more about us here: www.englishpath.com.

MISSION:

A world in which every person can communicate using a common language, removing inequality and creating a level playing field. Courses that stimulate and challenge. Students that learn, excel, and grow.

VISION:

To create the world's most accessible and innovative English language school that changes lives through education that makes a fundamental difference to living standards.

ROLE PURPOSE:

This is a junior to mid-level position designed for a proactive, bilingual professional who will support and grow English Path's market presence in Japan. The role is ideal for someone with 1–3 years of experience in international education or business development, who is keen to take ownership of a key market under guidance. You'll work closely with agents, prospective students, and internal teams to support our recruitment and engagement efforts—especially for English language and Higher Education Pathways programmes. Previous experience in international education, particularly in university pathways or language school promotion, is highly desirable.

ROLES AND RESPONSIBILITIES:

- Support the Regional Manager in setting and achieving student recruitment targets for the Japan market.
- Manage relationships with partner agents—ensuring regular communication, up-to-date product knowledge, and support with student applications.
- Provide training to education agents and counsellors on English Path programmes, key selling

points, and updates.

- Conduct online and in-person meetings or seminars to promote English Path to students, parents, and counsellors.
- Represent English Path at student recruitment fairs, webinars, and agent events in Japan when required.
- Assist with the planning and execution of localised sales and marketing campaigns.
- Collect and report on market intelligence, agent feedback, and competitor activity.
- Liaise with internal teams to ensure students' journeys—from inquiry to enrolment—are smooth and well supported.
- Ensure accuracy in all promotional materials shared in Japanese, supporting the translation and localisation process when needed.
- Monitor application pipelines and agent performance, flagging risks and opportunities early.
- Support with simple administrative tasks (reporting, CRM updates, invoicing follow-up) as required.

QUALIFICATIONS AND EXPERIENCE:

- Bachelor's degree in business, Marketing, Education, Tourism, or a related field.
- 1–3 years of experience in business development, student recruitment, or client relationship management, ideally in international education or travel sectors.
- Native Japanese speaker preferred; additional languages are a plus.
- Fluency in written and spoken English is essential.
- Familiarity with the Japanese study abroad landscape and/or language schools.

KEY SKILLS AND COMPETENCIES:

Required:

- Excellent interpersonal and communication skills.
- Ability to work independently while collaborating effectively with international teams.
- Comfortable with remote work, video calls, and regular reporting.
- Proficiency in MS Office and CRM tools (e.g., Salesforce, Zoho) is an advantage.
- Willingness to travel for events, training, or team meetings when needed.

Desirable:

- Experience working with or within an education agency in Japan.
- Knowledge of UK, Ireland, Europe, Canada, Australia or UAE study destinations.
- Experience promoting Higher Education Pathways or Foundation programmes.

OTHER INFORMATION:

The Junior Business Development Manager will also be expected to demonstrate their commitment:

- To EP values and regulations, including equal opportunities policy.
- To EP's Social, Economic and Environmental responsibilities and minimise environmental impact in the performance of the role and actively contribute to the delivery of EP's Environmental Policy.
- To EP's Health and Safety responsibilities to ensure their contribution to a safe and secure working environment for staff, students, and other visitors to the campus.



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BENEFITS:

Salary: Competitive with bonus

Working from Home: Yes

Travel: Yes

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned.