



**Associate Director of Advancement**  
Taipei American School  
Taipei, Taiwan

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**Mission**

*Taipei American School's mission is to cultivate an enduring commitment to learning, personal well-being, and service. We provide a broad American-based education with a global perspective that develops students of character who are committed to making the world a better place.*

Founded in 1949, Taipei American School (TAS) is a highly-regarded independent coeducational day school that offers an American-based curriculum with a global perspective to students from the expatriate community in Taipei, Taiwan. TAS serves approximately 2,400 students from more than 30 nations from Pre Kindergarten (KA) through Grade 12. Guided by the School's mission, TAS's program is marked by a deep respect for learning, personal well-being, and service.



**Associate Director of Advancement**

The role reports directly to the Chief Advancement Officer, is part of the operational leadership team, and holds a key leadership role in overseeing the Alumni and Community Outreach and Communications/Marketing teams. This position is integral to cultivating a united and engaged community firmly rooted in the mission and values of TAS. With the goal of achieving TAS' enrollment objectives, the role's primary responsibilities include developing and executing TAS' comprehensive strategy for marketing, branding, communications, and community outreach. This role is instrumental in elevating TAS' prominence and reputation.



**Carney  
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& ASSOCIATES

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## Responsibilities

### Strategic Marketing

- Working with the CAO, develop a comprehensive, internal and external, data-driven, marketing plan, rooted in TAS' mission, in the context of the local and international enrollment landscape, and TAS's competitive positioning.
- Establish, with input from stakeholders, relevant goals to drive enrollment and objectives.
- Develop measurement methodologies and data as well as KPIs. Forecast, measure, and report on the performance and ROI of digital marketing actions.
- Deliver comprehensive analytics reports and provide insights, opportunities, and adjustments as needed.
- Create SEO/SEM/SEA strategies and Google AdWords campaigns.
- Ensure market intelligence guides strategic decision-making.
- Establish processes for TAS to sustainably gather, analyze, and publish institutional research data related to enrollment, marketing, and development.
- Embed TAS 'marketing focused strategy into the school's website.

### Brand Strategy

- Working with the CAO, develop and execute a comprehensive brand strategy that aligns with TAS' mission, vision, and values. This includes defining the school's unique value propositions, messaging, and positioning in the market.
- Ensure brand consistency across all communication materials and platforms, both internal and external. Maintain brand integrity by upholding established brand guidelines, overseeing logo usage, and monitoring brand representation in all marketing and communication efforts.
- Work to enhance the school's brand equity by fostering a positive and authentic image within the community. This includes identifying opportunities for supporting brand-building initiatives and continually reinforcing the school's mission and reputation.



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## Responsibilities (continued)

### Strategic Communications

- Working with the Assistant Director of Communications, create a comprehensive communication plan that aligns with the school's mission and goals.
- Focus on how school values undergird communications. Focus on the consistency of tone while respecting individuals' voices in communications.
- Ensure clear, consistent, and effective communication with internal and external stakeholders driven by best practice and customer satisfaction while also considering feedback from the community.
- Help the Assistant Director of Communications to create a content strategy that includes storytelling, thought leadership, and multimedia content to engage and inform the school community and the broader public.

### Community Outreach

- Develop and implement a comprehensive community and alumni outreach plan to foster strong connections between the school and its community members.
- Oversee the Alumni and Community Outreach team and work to build a connected, engaged community.
- Partner with the PTA to ensure they are fully supported and that the school/parent relationship is strong.
- Establish a systematic process for collecting, analyzing, and acting upon feedback from the community to address their needs and concerns.
- Manage the school-wide calendar process.



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### Required Education/Experience

- Bachelor's Degree (Master's or Doctorate preferred)
- Fluent in English.
- Excellent written and oral communication skills.
- Sensitivity to the cultural differences between Western and Asian staff and a willingness to work for constructive change in a multi-cultural setting.
- Ten+ years of relevant experience, including high-level marketing experience with a proven track record of achieving significant results, significant experience creating and implementing communications strategies, as well as experience managing a community relations program or team.
- Deep understanding of enrollment trends in international schools and ability to translate this understanding into an actionable marketing plan in the context of global mobility.
- Proven success in crafting and implementing multi-year marketing plans that have led to significant market share growth or revenue increases, with examples of specific campaigns and initiatives that achieved this success.
- Proven ability to lead and inspire cross-functional marketing teams, agencies, and partners.
- Proficiency in creating customized data dashboards and interpreting analytics and utilizing research to inform recommendations.
- Extensive knowledge of branding, product marketing, and market positioning, with a track record of successfully building and promoting brands and products in competitive markets.
- Proven success in creating and implementing communication plans that have positively impacted an organization's reputation and public perception.
- Strong background in designing and implementing outreach programs, building partnerships with internal and external school community members.
- Must be willing to work extended hours and travel as required.



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### **Ideal Traits/Characteristics**

- Highly effective interpersonal skills and organizational skills
- High level of professional confidence and assertiveness
- Passion, joy, and enthusiasm for working in schools.
- Empathy and understanding of diverse family and student needs.
- Patience and kindness
- A strong commitment to the TAS mission and a willingness to go above and beyond for students and the school community.
- Flexibility, adaptability, and creative problem-solving skills.

### **Interested Persons Contact**

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*All inquiries and nominations are kept confidential.*

*Employment at Taipei American School is based on qualifications and meeting the job requirements regardless of race, color, religion, creed, sex, age, marital status, national origin, mental or physical disability, political belief or affiliation, veteran status, sexual orientation, gender identity and expression, genetic information, any other class of individuals protected, or other legally-protected characteristic.*

*All qualified applicants, including those who identify as a part of marginalized group(s) and individuals with disabilities are all encouraged to apply.*



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