



**Taipei
American
School**

Director of Strategic Communications and Marketing

Taipei American School

Taipei, Taiwan

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.



Director of Strategic Communications and Marketing

The Director of Strategic Communications and Marketing is a senior leadership role within the school's administration, reporting to the Chief Advancement Officer (CAO) and working closely with the Head of School and other administrators. This position is responsible for leading a high-level, strategic approach to communications and marketing, ensuring that all efforts align with the school's mission, vision, and values and support the broader institutional goals. The Director will oversee the development of a comprehensive, school-wide communication and marketing strategy that enhances brand equity, fosters community engagement, and provides a unified voice for the school across its three divisions—Lower, Middle, and Upper Schools.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com

Responsibilities

Strategic Communications Leadership

- a. Lead the creation of a comprehensive and strategic communication plan that supports the school's mission, values, and long-term vision. This includes a thorough assessment of current communication practices and the development of an integrated plan that addresses both internal and external audiences.
- b. Collaborate extensively with Head of School, Divisional Directors, the Deputy Head of School, the Director of Teaching and Learning, the Director of Diversity, Equity, and Inclusion (DEI), and other senior leaders to ensure that communication strategies are reflective of each division's unique needs while maintaining consistency across the entire school.
- c. Act as a strategic partner to senior leaders, providing guidance on communications best practices and ensuring that divisional communication strategies align with the overall school-wide plan.
- d. Develop a school-wide approach to communications that ensures all divisions are aligned, fostering a cohesive and unified voice. Emphasize consistency in messaging, tone, and visual representation across all platforms to strengthen the school's brand identity.

High-Level Strategic Planning and Execution

- a. Drive the strategic vision for communications and marketing, embedding a data-driven approach that supports school-wide goals, including enrollment management, stakeholder engagement, and institutional advancement.
- b. Utilize a high-level understanding of strategic communications, marketing, and brand management.



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Responsibilities (continued)

Integrated Marketing and Brand Strategy

- a. 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.
- b. Set clear objectives, KPIs, and metrics for communication and marketing actions, continuously assessing performance to refine strategies and report on the performance and ROI of digital marketing actions.
- c. Deliver comprehensive analytics reports and provide insights, opportunities, and adjustments as needed
- d. Ensure the school's brand is consistently represented across all communication channels, upholding brand integrity and enhancing its public perception.
- e. Collaborate closely with the Admissions team to create targeted marketing and communication campaigns that showcase the school's strengths, values, and unique offerings.

Comprehensive Content and Messaging Oversight

- a. Oversee the creation and distribution of high-quality content that tells the school's story, engages key audiences, and aligns with strategic goals. This includes digital, print, and multimedia content tailored to the needs of various stakeholders.
- b. Ensure that all communication outputs maintain a consistent voice and tone, reinforcing the school's values and enhancing its overall brand narrative.
- c. Lead the school's crisis communication efforts, developing proactive plans that ensure effective and timely communication during critical situations.

Management

- a. Manages the Communications team comprised of an Assistant Director of Communications, two Communications Managers, a Website Manager, and a Video specialist.



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Qualifications

- Extensive experience in strategic communications, marketing, or public relations at a senior level, ideally within an educational or nonprofit setting.
- Proven success in developing and leading high-level communication and marketing strategies that drive engagement, alignment, and brand consistency.
- Strong strategic thinking skills, with a demonstrated ability to assess complex communication needs and develop integrated plans that align with institutional goals.
- Excellent leadership and collaborative skills, with experience working effectively with senior administrators and diverse teams across an organization.
- **Fluent in English (bi-lingual preferred)**
- **7+ years of management experience**
- **Excellent written and oral communication skills**
- **Extensive experience** (10+ years) in strategic communications, marketing, or public relations at a senior level, with demonstrated expertise in creating and implementing strategic systems that drive measurable, long-term results. With proven outcomes in increased engagement, revenue growth, and brand awareness.
- **Sensitivity to cultural differences between Western and Asian staff** and a willingness to work for constructive change in a multicultural setting
- **Extensive experience in developing and implementing high-level communications strategies**, with proven success in enhancing organizational reputation, public perception, and stakeholder engagement
- **Proven track record in leading integrated marketing and communications efforts**, driving measurable results in brand growth, public awareness, and revenue increases
- **Experience managing and leading a communications or community relations team**, ensuring alignment with organizational goals and fostering effective internal and external communication
- **Deep understanding of enrollment trends in international schools**, with the ability to develop actionable marketing and communications plans in the context of global mobility
- **Proven success in crafting and executing multi-year marketing and communications strategies**, leading to significant market share growth, increased visibility, or enhanced reputation, with examples of specific successful campaigns
- **Extensive knowledge of branding, product marketing, and market positioning**, with the ability to effectively communicate brand values and messaging in competitive markets
- **Strong strategic oversight of communication plans**, ensuring alignment with long-term organizational goals and positive community and stakeholder relations
- Must be willing to work extended hours and travel as required



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Interested Persons Contact

Jonathan K. Ball
Managing Associate
Carney, Sandoe & Associates
617-933-3450 (dir)
jball@carneysandoe.com

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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