



International School Bangkok





Seeks an ASSOCIATE DIRECTOR OF MARKETING & COMMUNICATIONS

Reports to: Executive Director of Engagement and Enrollment

Primary Goal:

Support the school in successfully communicating the excellence of ISB through the lens of our mission, vision, and values. Support the attainment of strategic engagement and enrollment initiatives through the development, management, execution, and evaluation of school marketing and communications strategy. Ensure that ISB is positioned as the leader within the Bangkok education market in both external and internal stakeholder perceptions.

Scope:

Collaborating with a team of talented professionals, the Associate Director of Marketing and Communications (ADMC) is responsible for developing a comprehensive marketing campaign designed to attract mission-aligned student enrollment opportunities to further the ISB mission and brand within the local and regional market. The ADCM is the leading brand custodian and is responsible for the consistent and authentic branding to all audiences and across all channels. The ADCM will implement comprehensive communication strategies that build and engage our community and highlight our school's achievements and stories. They will lead efforts to create compelling and accessible content, manage our brand presence, and ensure clear, consistent communication with internal and external stakeholders.

The Associate Director of Marketing and Communications will collaboratively team with the content manager, digital/social media manager, photo and video content developer, and graphic designer to ensure all internal and external materials meet the ISB brand standards and are distributed through the most effective channels reaching both internal and external market segments.

Demonstrated experience and performance in fulfilling the following role responsibilities:

Marketing

- Working with the executive director, develop and execute a comprehensive brand strategy that aligns with the mission, vision, and values.
- Ensure the consistent implementation of the brand strategy and style guide across all departments within the organization.



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- Execute marketing strategies that extend the school's brand identity and articulate its unique value proposition across all channels and audiences.
- Develop and implement a data-informed marketing strategy that ensures a strong mission-appropriate admissions funnel to meet enrollment targets.
- Establish annual objectives and key results related to marketing and enrollment targets.
- Establishing clear metrics, collecting, and reporting data to measure effectiveness and reach of marketing and messaging campaigns.
- Leverage social media and emerging platforms to develop brand awareness both internally and externally.
- Utilize traditional and digital marketing campaigns to attract new students aimed at corporate sponsoring organizations, cultural groups and other market segments as identified in the overarching enrolment strategy.
- Managing inbound marketing campaigns and content marketing.
- Collaborate with the Business Development Manager to foster relationships with Bangkok businesses and organizations

Communication

- Develop and execute a strategic communications plan that aligns with the school's mission and goals
- Establish coherent communications channels and processes with the vision to enhance efficiencies and maximize the user experience
- Contribute, manage, and execute public relations and crisis communications as needed, ensuring consistent messaging and channel distribution
- Coordinate, plan, write, and/or edit school communications, including weekly eNews, announcements, and updates to keep the ISB community informed and engaged.
- Oversee the creation of all marketing collateral, including the Annual Report, press, materials, advertising, brochures, donor reports and other publications.
- Overseeing and contributing to the development of digital and printed communication channels that target different segments of the community and provide a strong, clear narrative including social media accounts (Facebook, Instagram, YouTube, and LinkedIn) and school website.
- Monitor and analyze communication metrics, providing regular data-informed reports and provide insights to the leadership team.
- Stay updated on industry trends and best practices in school communications and bring innovative ideas to the team.
- Oversee the ongoing maintenance and development of the school's external website and mobile application to ensure that it is up to date and relevant to intended audiences.

Minimum Qualifications:

Bachelor's degree in marketing, communication or related field and minimum 3 years' experience in a marketing related field, preferably in an international or independent



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education environment with experience that includes a comprehensive understanding of the relationship of marketing and communications in supporting the enrollment and engagement goals of the school.

Professional and Personal Qualities:

- Proven track record of developing and executing successful marketing campaigns and communication strategies.
- Exceptional written and verbal communications skills in English with a keen eye for detail.
- Strong understanding of digital marketing, social media, and content management systems.
- Demonstrated ability to think creatively and identify novel approaches to produce differential performance
- Ability to work collaboratively within a high-paced environment
- Ability to task-switch and manage multiple responsibilities and concurrent priorities in a composed and efficient manner
- Joyful disposition, positive and solution oriented approach to problem solving
- Passion for education and alignment with the values of the International School Bangkok
- Experience inspiring a team and cultivating excellent performance is a plus
- Willingness to work non-traditional hours and open to travel as necessary

Salary and Benefits will be competitive with other large international schools in Thailand.

Procedure for Filing Application

Interested candidates should submit their letter of interest and resume to recruit@isb.ac.th AT THE EARLIEST POSSIBLE OPPORTUNITY. Candidates should note, however, that in the event an outstanding applicant is identified early in the search process, ISB reserves the right to make an appointment before the deadline.



About ISB

ISB Vision

Enriching communities through the intellectual, humanitarian and creative thoughts and actions of our learners

ISB Mission

Through outstanding teaching in a nurturing environment, ISB inspires students to

- Achieve their academic and personal potential
- Be passionate, reflective learners
- Become caring, global citizens
- Lead healthy, active, balanced lives

ISB Definition of Learning

Learning is the primary focus of our school and we recognize learning as a lifelong adventure. ISB values meaningful and transferable learning where we construct understanding by developing and applying knowledge, skills and attitudes. As learners, we develop and show our understanding when we:

- Apply our learning to new situations
- Inquire to extend our learning
- Create solutions
- Communicate our learning effectively
- Make connections across our learning
- Reflect critically on our learning

ISB Learner Attributes

At ISB, we develop learners who are:

- Adaptable
- Creative
- Globally-minded
- Self-managing
- Socially-intelligent
- Value-driven

History

Founded in 1951, ISB was the first international school in the Kingdom of Thailand. The school initially opened on the grounds of the US Embassy with 35 students, but with increasing enrollment moved to different campuses in the Bangkok area. Enrollment reached 3,650 students during the Vietnam War. In 1992, ISB moved to its present 35 acre purpose-built campus, 25 km from the center of Bangkok. 1,810 students are currently enrolled in the Elementary, Middle, and High schools.

Community

ISB is proudly international in its student body, enrolling students from more than sixty countries. Students from the United States account for the highest percentage of enrollment, with students from Thailand, China, Japan, and Korea forming other major



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nationality groups. English is a second or third language for more than half of the students.

Academic Program

ISB provides a university preparatory program with English as the language of instruction. Graduates earn a U.S. high school diploma and most students elect to pursue the International Baccalaureate Diploma program.

Inclusion

Our school is part of the **Next Frontier Inclusion** network of schools. This signifies our unwavering commitment to develop our capacity to support more diverse learning needs. Therefore, we are seeking educators that not only embrace inclusion as a concept but successfully adjust their teaching to meet the needs of all learners. This includes students who need a higher level of challenge as well as those who require more support or a different approach to their learning.

Child Safeguarding / Culture of Care

Safeguarding is a priority at ISB. Our Student Safeguarding Policy outlines the measures we take to create a safe and nurturing environment for all of the children we come into contact with in our work, as well as the procedures we use to ensure that we fulfill our professional and ethical obligation to identify children who are in need of help and protection and to take appropriate action to ensure their wellbeing. All employees and associates are required to adhere to a Code of Conduct that contains expectations about their relationships with children, social media use, and the use of children's photographs and identifying information.

Additionally, ISB recognizes that every person deserves to be treated with respect and care. To this end, our Culture of Care, Learner Attributes (Creative, Socially Intelligent, Adaptable, Globally Minded, Self Managing, and Values Driven), and ISB Values (Courage, Commitment Care, Responsibility, Gratitude, Integrity, Respect, Balance) underscore all of our interactions. We have worked hard to establish a positive, safe environment for learning and working and seek educators who embody these principles and values.

Faculty

The Pre-K to 12 faculty consists of over 200 educators, including librarians, counselors, psychologists, learning coaches, and special education teachers. Each of the school's three divisions has a principal and one or more assistant principals. There is also a Head of School, a Deputy Head of Learning, and a Deputy Head of School/Chief Financial Officer.

DEIB - ISB Statement

At ISB we understand that the issues we are facing around diversity, equity, inclusion, and belonging (DEIB) are far-reaching, and as such, we are committed to taking a



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proactive approach to eliminating all forms of racism, discrimination, prejudice, and bias.

We are devoted to being a community that is welcoming, inclusive, and equitable. It is not enough to simply be diverse. We are dedicated to creating spaces where diversity can flourish by uplifting individuals and social identity groups to be proud of their uniqueness while honoring differences.

Our community is actively engaged in reflection and action planning to ensure that our school is creating and maintaining an inclusive culture where everyone feels they belong and where students leave ISB with the attitudes, values, and tools they need to enrich the world.

We know that this work is ongoing and will require continual focus and commitment. We come to this task with deep humility, knowing that we have much to learn. We invite you to learn alongside us.



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