



**SINGAPORE
AMERICAN
SCHOOL**

CORE VALUES

COMPASSION FAIRNESS HONESTY RESPECT RESPONSIBILITY

DIRECTOR OF COMMUNICATIONS

COMMENCING 2026-27

Application Deadline: September 30, 2025

The Director of Communications at Singapore American School is responsible for overseeing all internal and external communication functions, including setting communications strategy, planning with the Superintendent's office, managing high-profile publications, and overseeing school social media and websites. This role involves supervising communications staff, coordinating with outside vendors, and advising stakeholders on strategic communication, social media, and publication strategies.

DIVISION

Communications

HIRING MANAGER

Superintendent

POSITION DESCRIPTION

Full Time (2 year initial contract)

SAFE RECRUITMENT STATEMENT

At Singapore American School, the safety and well-being of our students is our top priority. We are committed to safeguarding and promoting the welfare of children and young people, and we expect all educators and volunteers to share this commitment.

As part of our rigorous recruitment process, all applicants will undergo comprehensive background checks, including:

- Verification of identity and qualifications
- Professional and character references
- Extensive background screening checks including but not limited to criminal, civil, and social media checks
- Any additional checks deemed appropriate to ensure the highest degree of due diligence is enacted to safeguard students

We ensure that our recruitment practices reflect our commitment to providing a safe and supportive environment for all our students. All successful candidates will be required to adhere to our school's safeguarding policies and procedures, and commitment and will receive ongoing training and support in child safeguarding.

DIVERSITY, EQUITY & INCLUSION

As a school, the diversity of our community is one of our greatest strengths. That diversity offers extraordinary learning opportunities for our students as well as opportunities to build lasting friendships and relationships across cultures, nationalities, and other aspects of identity. For our diversity to reach its full potential as a strength, it is important that our commitment to equity and inclusion for all members of our community be as strong as it is to diversity. Every student at SAS should feel valued, cared for, and included. Differences in culture, background, ability, identity, and perspective should be respected and celebrated; SAS has no place for racism or any other type of discrimination. It is only by creating a positive climate and inclusive culture that we will meet our vision to cultivate exceptional thinkers who are prepared for the future.

POSITION RESPONSIBILITIES

- Establish internal and external communications strategies and key messages that appeal to the school's diverse, multilingual audiences
- Lead a team of communications professionals in meeting strategic communications objectives
- Collaborate closely with Superintendent and senior leaders at the school in planning and drafting key communications
- Work closely with the community to provide a high degree of transparency and two-way communication on goals, progress and challenges of the school
- Formulate appropriate strategies to celebrate areas of progress and address community questions and concerns
- Lead relations with key parent groups, including Parent Teacher Association and Booster Club, and ensure outreach to diverse language groups in the parent community
- Formulate schoolwide marketing and advertising strategies and execute on those strategies
- Prepare or supervise the preparation of regular publications designed to meet the communication needs of particular audiences including social media, regular weekly updates, and annual journals
- Plan and manage schoolwide events – both internal and external – and counsel school leaders on their communications and presentations
- Serve as the local media liaison by setting up media contacts, writing press releases, staging press events, and answering press inquiries
- Develop marketing materials in conjunction with the admissions office and for recruiting new families to attend SAS
- Create recruiting materials in conjunction with the Human Resources Department for recruiting staff to SAS
- Manage all elements of the SAS website
- Represent the school at school and community functions
- Maintain strict confidentiality of all records, correspondence, and materials in a well organized and accessible manner
- Perform other duties as assigned by the Superintendent

POSITION REQUIREMENTS & QUALIFICATIONS

- Minimum of a Bachelor's degree in communication or related field
- 3 years experience in a communications related field
- Outstanding written and oral communication in English and deep experience in multi-lingual communication
- Experience leading teams and managing employees
- Editing, correspondence, newsletter, press, marketing and advertising skills
- Interpersonal skills with the ability to work effectively with individuals and/or groups representing diverse opinions, perspectives and cultures
- Outstanding public relations skills
- Experience with graphic design and layout, web site management, social media management, and general technical expertise as pertains to creating and maintaining an engaging, professional presentation of SAS to multiple stakeholder groups in print and online media
- Understanding of advertising and/or marketing (both print and online)
- Demonstrated mastery of technology including DSLR photography, web design and visual design post-production technology suites
- Knowledge of social media and other online services for connecting with constituencies
- Familiarity with workflow involved with producing print and online materials
- Collaborative and solution-oriented
- Excellent organizational and office management skills
- Ability to handle multiple responsibilities and priorities concurrently in an efficient manner
- High energy and capable of thriving in a fast-paced, rapidly changing environment
- Proactive thinker and problem-solver
- Positive work attitude and initiative, and able to work independently under pressure
- Willingness to work non-traditional hours and open to travel, as necessary

WORKING REQUIREMENTS

- Evening and weekend commitments to support school events
- Active engagement in the curricular and co-curricular life of the school
- Attending and supporting overseas academic school trips

TERMS OF EMPLOYMENT

- Two-year initial administrative contract including competitive salary and generous benefits.
- Subsequent year-to-year contracts based on demonstrated achievement toward annual goals.



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