

Title: Director of Admissions

Reports to: President

Position Summary: The Director of Admissions in an integral part of the school's administrative team and is responsible for managing and overseeing all facets of the admissions process in the school's effort to recruit, enroll, and retain a diverse and vibrant student population. Using a girl-centered admissions process, the Director collaborates with the administration, staff, and teachers to attract and enroll potential families to the school.



ST. MARY ACADEMY

BAY VIEW

PRIMARY RESPONSIBILITIES:

- Design an admission program which effectively promotes the school's mission, philosophy, values, and culture to prospective families and students
- Manage all facets of the admissions process in the Academy's effort to attract, enroll, and retain a diverse and dynamic student population
- Establish criteria and notification processes for admission and enrollment policies
- Review and read applications; interview prospective students, respond to applicant inquiries; counsel prospective students and families regarding the admission process, test taking, and curriculum
- Oversee the planning of all recruitment efforts and admission events including visits to feeder schools, presenting at school fairs, planning open house, shadow days, and visitor tours
- Maintain relationships with partner schools and parishes by creating opportunities for their students to benefit from Bay View special events
- Serve as a liaison to the board of trustees regarding admissions and enrollment
- Work closely with the Director of Communications to produce effective recruitment and marketing materials for the Upper, Middle and Lower schools
- Work strategically with the school's constituents to ensure an integrated, engaging and effective identity for the school brand in all aspects of the Academy
- Develop a strategic recruitment and communication plan to reach targeted audiences
- Collect and analyze data on internal and external factors affecting enrollment, student success, retention, and the school's image
- Track and evaluate recruitment efforts, data analysis and recommendations for marketing strategies and new school initiatives to meet enrollment objectives
- Manage the Student Ambassador Program for the Upper, Middle and Lower Schools
- Work with international student recruitment agencies to produce international marketing materials, and work with SEVIS for proper documentation and student F-1 visas

- Work closely with the Director of Finance on the Tuition Assistance and Merit Scholarship process

SKILLS/QUALIFICATIONS

- A bachelor's degree in marketing/communications; Masters preferred
- Five to seven years admissions experience in a college or independent school
- Outstanding oral and written communication skills
- Ability to think critically and creatively
- Proven success in a senior administrative role
- Passion for the mission of St. Mary Academy - Bay View
- Personal and professional conduct that represents a positive role model for girls
- Deep appreciation for single-gender education
- Ability to work evenings and weekends as needed
- Ability to travel as required, including internationally
- Strong working knowledge of Google and Microsoft products
- Experience with Rediker software a plus

TO APPLY

- Go to bayviewacademy.org/about-bayview/employment-opportunities and download the "Non-Teaching Application."
- Application, cover letter, and resume should be submitted via email to employment@bayviewacademy.org or mailed to Bay View Academy to the attention of the President's Office.

AN EQUAL OPPORTUNITY EMPLOYER: St. Mary Academy - Bay View commits itself to maintaining a welcoming environment for all people and extends its welcome in particular to those who may be vulnerable to discrimination on the basis of their race, color, national origin, sex, religion, disability, age, marital or parental status, sexual orientation, military status or other legally protected status.