



# ST. MARY ACADEMY

## BAY VIEW

### **Job Title:** Director of Admissions

St. Mary Academy - Bay View, an all-girls, independent Catholic School, Pre-Kindergarten through Grade 12, seeks a friendly and highly motivated Admissions Director. The Director oversees all aspects of admissions and enrollment and reports directly to the President. They will be committed to the school's mission of educating girls and young women and to the Critical Concerns of the Sisters of Mercy. This is a 12-month position.

### **RESPONSIBILITIES**

- Design and implement an admission program that 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;
- Introduce new families and students to the Academy and all it offers by providing engaging campus tours;
- Manage the School Admin database and work with other departments to transition student records;
- Review and read applications; 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 but not limited to info sessions, visits to feeder schools, school fairs, Open House, shadow days, and Science days;
- Support the Academy brand to ensure that all stakeholders are adhering to brand standards on internal and external materials;
- Maintain relationships with partner schools and parishes by creating opportunities for their students to experience Bay View;
- Serve as a liaison to the Board of Trustees regarding admissions and enrollment, and be an active participant on the Board Committee on Enrollment and Marketing;
- Work closely with the Director of Communications to produce effective recruitment and marketing materials, including all advertisements;
- 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;
- Collect and analyze data on internal and external factors affecting enrollment, student success, retention, and the school's image;
- Manage the Student Ambassador Program to support Admissions efforts;
- Work with international student recruitment agencies to produce international marketing materials and work with SEVIS for proper documentation and student F-1 visas; and
- Work closely with the Director of Finance on the Tuition Assistance and Merit Scholarship process.



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### SKILLS/QUALIFICATIONS

- A bachelor's degree in marketing/communications or related disciplines;
- Experience in an admissions-related or sales and marketing position;
- 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;
- Knowledge and awareness of the local competitive market;
- Deep appreciation for single-gender education;
- Ability to work evenings and weekends as needed;
- Management of customer service at all levels;
- Strong working knowledge of Google and Microsoft products;
- Experience with School Admin software a plus;
- Exhibits sound and accurate judgment; and
- Seeks opportunities and proactively advances the Academy at all times.

#### **To Apply:**

Go to [bayviewacademy.org/about-bayview/employment-opportunities](http://bayviewacademy.org/about-bayview/employment-opportunities) and download the "Non-Teaching Application."

**Completed Bay View application, letter of interest, and resume should be submitted via email to employment @ bayviewacademy.org by July 13, 2023.**

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.

St. Mary Academy – Bay View is an all-girl independent Catholic school serving a diverse population of girls from preschool through grade twelve in Riverside, Rhode Island. A sponsored ministry of the Sisters of Mercy of the Americas, St. Mary Academy – Bay View fosters academic excellence in an innovative and creative learning environment while striving to empower each student to be a confident, independent, compassionate, and socially conscious faith-filled young woman.