



JOB ANNOUNCEMENT: Admission and Enrollment Data Manager

EMPLOYEE STATUS: 100% FTE, Exempt, Full year

REPORTS TO: Chief Advancement & Enrollment Officer

WORK SCHEDULE: 8:00 AM- 5:00 PM with the ability to work occasional extended weekday hours, some nights, and some weekends depending on office needs

START DATE: July 1, 2026; First day on campus July 6, 2026

SALARY RANGE: \$85,000 - \$115,000 Bay also offers a strong benefits package for long term employees working at least 60% of full-time.

Located in the Presidio of San Francisco, The Bay School is an independent, college-preparatory high school committed to equity and belonging within Bay and beyond. The school seeks to provide its students with a challenging, innovative curriculum and a collaborative, supportive community. Our staff and faculty members (“staffulty”) foster and model curiosity, critical thinking, intentionality, open dialogue, and good humor. Bay students have been described as engaged and thoughtful self-advocates who value community and courage. Please visit our precepts and academics pages to learn more about our school.

The Bay School considers all qualified applicants for employment and does not discriminate on the basis of race, color, religion, identity, national origin, ancestry, age, sexual orientation, gender identity, and gender expression (SOGIE), or any other characteristic protected by law. We are committed to having a Staffulty and student body that reflect the diversity of the Bay Area. We strongly encourage those with a demonstrated dedication to social justice, collaboration, innovation and student-centered education to apply. We encourage BIPOC candidates to apply.

The Bay School does not participate in the USCIS E-Verify program, and we do not sponsor work visas.

Job Description

The Admission and Enrollment Data Manager plays a central role on the enrollment team by ensuring the effective management, analysis, and strategic use of admissions data while also serving as an active member of the admissions team supporting prospective students and families throughout the enrollment process.

This position oversees the admissions database and related systems, ensuring the accuracy, accessibility, and strategic use of information that informs enrollment strategy and decision-making. Working closely with the Chief Advancement and Enrollment Officer and the admissions team, the Admission and Enrollment Data Manager develops and maintains systems that track the full admissions funnel, from inquiry through enrollment and retention, and produces clear analyses that guide recruitment, yield, and enrollment planning.

In addition to data and systems leadership, this role contributes to the admissions program by engaging with prospective families, supporting admissions events, and helping ensure a welcoming and well-organized admissions experience for students and caregivers. Success in this role requires a combination of data analysis, operational organization, interpersonal skill, and cross-functional collaboration, along with a strong commitment to the school's mission and values.

Required Qualifications

EDUCATION: Bachelor's degree required; advanced degree and/or relevant professional training preferred;

EXPERIENCE: 4-8 years of relevant experience with data management, analytics, operations, admission or institutional research. Experience with CRM or database systems in a customer-facing environment and experience in a school, nonprofit organization preferred;

COMPUTER SKILLS: Advanced proficiency with spreadsheets and data analysis tools necessary along with experience with enrollment CRM platforms such as Ravenna. Strong proficiency with Google Workspace and a strong ability and willingness to learn and adapt to evolving technologies;

CERTIFICATES & LICENSES: A valid and clear California driver's license and the ability to drive self and/or students to functions away from campus;

OTHER REQUIREMENTS: Job offers are contingent upon clear LiveScan fingerprinting and TB risk assessment. Other requirements include completing first aid/CPR training, mandated reporter training, anti-harassment training, workplace violence prevention training and bloodborne pathogen training. Access to these mandatory trainings are provided and paid for by the school.

Major Responsibilities

Admissions Data Systems and CRM Management

- Manages and maintains the admissions and enrollment database (e.g., Veracross, Ravenna, or similar CRM platforms);
- Ensures the accuracy, integrity, and confidentiality of admissions and enrollment data;
- Builds and maintains admissions workflows, application processes, and online portals;
- Develops systems to track prospective families across the admissions funnel from inquiry through enrollment;

- Maintains data structures and records related to outreach, recruitment, and enrollment trends;
- Supports data integration across admissions, financial aid, and advancement systems;
- Maintains adherence to institutional data management policies and procedures.

Enrollment Data Analysis and Reporting

- Tracks and analyzes key admissions metrics including inquiries, applications, yield, enrollment, and attrition;
- Produces regular reports and dashboards to support enrollment strategy and operational decision-making;
- Develops predictive models and forecasting tools to inform strategic enrollment planning;
- Conducts post-cycle analysis of recruitment and admissions outcomes;
- Presents data and insights in clear formats for internal audiences including administrators and school leadership;
- Partners with marketing and communications colleagues to evaluate recruitment and outreach effectiveness.

Admissions Operations and Process Management

- Manages the operational flow of the admissions process, including application materials and applicant record management;
- Prepares enrollment documentation and coordinate enrollment confirmations in partnership with the admissions team and business office;
- Manages systems supporting event registration, scheduling, and family communication;
- Supports the creation and analysis of admissions surveys and feedback tools;
- Maintains organized digital systems that support efficient admissions workflows;
- Identifies opportunities to improve operational processes and the prospective family experience.

Student and Family Engagement

- Serves as a welcoming point of contact for prospective students and families throughout the admissions process;
- Responds to inquiries from prospective families with professionalism, warmth, and clear information about the school and admissions process;
- Supports prospective families navigating application and financial aid processes, including tracking missing materials and ensuring timely communication;

- Participates in admissions events such as open houses, student visit days, and community outreach programs;
- Assists in coordinating student visit programs and supporting student ambassadors or tour guides;
- Conducts or support campus tours and information sessions as needed;
- Builds positive relationships with prospective students, families, school partners, and access organizations.

Collaboration and Community Engagement

- Works closely with admissions colleagues to support recruitment strategies and enrollment goals;
- Partners with faculty, staff, and student ambassadors to ensure a coordinated admissions experience;
- Maintains a visible and engaged presence within the school community;
- Participates in professional development related to enrollment management, admissions data systems, and independent school admissions practices;
- Supports schoolwide events and initiatives that contribute to community engagement and student experience.

Major Shared Responsibilities

- Understands issues of diversity, equity, and inclusion within an independent school context and work to strategically advance DEI in work and outcomes of the admissions team;
- Leads school tours and speaks to groups of prospective students and families;
- Conducts interviews with prospective students;
- Assists in the supervision of student volunteers as tour guides and ambassadors;
- Assists in the daily operations of the student visit program.

Required Professional Qualities/Abilities

- Demonstrates strong cultural competency and a commitment to equity and inclusion, with the ability to work effectively with colleagues and families who represent a broad range of backgrounds and experiences;
- Shows curiosity about data, systems and process improvement, with a proactive approach to identifying opportunities to enhance efficiency and effectiveness;
- Welcomes feedback, commits to ongoing professional learning, and demonstrates flexibility and resilience in a dynamic and fast-paced school environment;
- Builds and maintains positive, collaborative relationships with students, families, colleagues, and community partners, contributing to a welcoming and supportive admissions experience;

- Exercises sound judgment, professionalism, and discretion in handling confidential and sensitive information;
- Demonstrates the ability to balance strategic thinking with operational execution, contributing to both long-term enrollment strategy and the day-to-day effectiveness of admissions operations;
- Demonstrates strong analytical and problem-solving skills, with the ability to interpret complex data and translate it into clear insights that support admissions and enrollment decision-making;
- Communicates clearly and effectively in both written and verbal formats, including the ability to explain data and operational processes;
- Possesses excellent organizational and time-management skills, with the ability to prioritize competing responsibilities, manage multiple projects, and maintain careful attention to detail.

The Ideal Candidate

- Finds resonance with The Bay School's mission, philosophy, and precepts and enjoys being an active contributor to a vibrant high school community;
- Shows evidence of continued commitment to anti-bias and equity work, and understands the social justice dimension of education;
- Commits to ongoing professional growth;
- Welcomes and learns from feedback;
- Enjoys being in a high school community;
- Thrives when given varied tasks and projects;
- Possesses the ability to think quickly and manage multiple tasks in a fast paced work environment;
- Highly punctual, efficient, and organized; able to think ahead;
- Has excellent oral, written, and cross-cultural communication skills;
- Values and incorporates mindfulness as a practice.

Physical Requirements

- Ability to lift and carry 40 pounds;
- Ability to sit/stand for long periods of time;
- High frequency of viewing a computer monitor;
- The Bay School campus has three separate buildings that are across the street from each other. Classrooms and offices are spread throughout all three buildings and the work of this department requires frequent movement around campus.

Work Environment

- Work is performed primarily in a shared office setting on campus;
- This role requires frequent computer use and data management tasks;
- Varied times of arrival/departure dependent upon events (early mornings, late evenings, some weekends);

- The noise level in the work environment is moderate to loud during school hours and usually quiet outside of school hours;
- The Bay School lunch service is provided by Acre Gourmet and is available to all employees and subsidized by the school. Staffuly eat lunch in shared dining room spaces with students, in their offices, or in the Staffuly lounge on the fourth floor.

If interested in the position, please review our website, then email all of the items below to: Susie McCobb, Executive Assistant to the Heads of School, at: jobs@bayschoolsf.org, subject line: **AEDM26**

Incomplete applications will not be considered.

1. Cover letter describing your interest in the position as well as how you anticipate contributing to The Bay School;
2. Resume/C.V.;
3. Contact list of 3 references, at least one of whom must be a recent supervisor.