



# The Bay School



## DIRECTOR OF ADMISSIONS AND STRATEGY

**LOCATION**

San Francisco, CA

**HIRING TEAM INTERVIEWS**

March

**START DATE**

Spring / Summer 2025

**POST DATE**

February 7, 2025

**ON-SITE FINAL ROUND**

Early April

**REPORTS TO**

Head of School

**PRIORITY DEADLINE**

March 2, 2025

**DECISION ANNOUNCED**

Mid-April

**SALARY**

\$160,000 – \$200,000



# Summary

The Bay School of San Francisco, founded in 2004, is a private, coeducational college preparatory school uniquely located in the Presidio, where nature and innovation intersect. Bay's distinctive curriculum blends academic rigor with experiential learning, emphasizing depth over breadth through immersive three-week courses that encourage curiosity, critical thinking, and real-world application. With a commitment to developing well-rounded individuals, the school fosters intellectual confidence, ethical leadership, and a collaborative spirit.

As a dynamic and inclusive community of 414 students, Bay prioritizes accessibility through an inclusive tuition model and significant financial aid offerings. The school's beautifully renovated, historic campus supports its forward-thinking educational approach, creating an environment where students thrive.

Bay is seeking a visionary director of admissions and strategy to lead its admissions department, guide strategy, and shape the school's future. This role requires

a data-driven, forward-thinking leader who can craft and execute a comprehensive admissions, enrollment, and retention plan that aligns with Bay's mission and long-term goals. The director of admissions and strategy will develop innovative recruitment strategies, leverage market research and demographic trends to expand outreach, and enhance the messaging of Bay's unique and compelling value proposition in the competitive, Bay Area independent school landscape. Upon arriving at Bay, the director will find a dynamic, hard-working, mission-aligned team of admissions professionals who are exceptional at telling Bay's story and who are ready to work with a strategic leader.

This role presents an opportunity to make a lasting impact on Bay's future by attracting, enrolling, and retaining students that will thrive in the school's innovative learning environment. Bay looks forward to welcoming the director of admissions and strategy, a new role for Bay that will report directly to the head of school and begin later this spring or summer.



## MISSION

**At The Bay School, we balance challenging academics and innovative thinking with a mindful approach to learning and life. Our goal is to see students unlock their individual and collective potential so they begin to realize their roles in a dynamic world.**



# Our Mission in Action



**AT THE BAY SCHOOL,  
WE BALANCE  
CHALLENGING  
ACADEMICS AND  
INNOVATIVE THINKING...**

**...WITH A MINDFUL  
APPROACH TO  
LEARNING AND LIFE.**

**OUR GOAL IS TO SEE  
STUDENTS UNLOCK  
THEIR INDIVIDUAL  
AND COLLECTIVE  
POTENTIAL...**

**...SO THEY BEGIN TO  
REALIZE THEIR ROLES  
IN A DYNAMIC WORLD.**

We cultivate intellectual entrepreneurs. We design our curriculum to enable students to take ownership of their learning in an environment of high academic expectations. Students critically evaluate nuanced ideas from multiple perspectives and generate meaning for themselves. They craft creative solutions to real-world problems and come to understand their ability to effect meaningful change.

We see the challenges of adolescence as critical catalysts for personal growth. We teach students habits of reflection and discernment that enable them to navigate those challenges and discover who they are. Our students learn to think carefully and act deliberately, while considering the experiences and perspectives of others. The practice of mindfulness permeates all aspects of school life, fostering a thoughtful and cohesive community.

We challenge students to take risks. Our students learn to respond to setbacks gracefully, knowing that failure is often a step in the direction of success. They gain confidence in their own abilities and appreciate the value and richness of collective effort. Increasing levels of academic and personal autonomy enable students to discover their passions, pursue their interests, and test their limits.

Because Bay understands that life doesn't come with a syllabus, we instill students with the courage and good humor necessary to flourish in an unpredictable world. Looking beyond the walls of the school, our students develop an emerging sense of their own purpose in order to become engaged global citizens.





# Precepts

**The Precepts were developed to inform both our individual and community choices. They are not rules, but rather aspirations: we believe that honoring the precepts in our daily lives allows us to develop strong, healthy relationships with ourselves and our communities.**

The Bay School Precepts live in our classrooms, in the artwork on our walls, and especially in Morning Meeting, where individuals—students and teachers alike—share how they have applied, struggled with, or found profound meaning in them. They are part of what makes The Bay School a unique learning community.

- We value living with kindness and honesty; we are careful truth-tellers.
- We value the importance of boundaries; we take only what is given.
- We value respecting ourselves and our friends in relationships; we don't misuse sexuality.
- We value a clear mind and a healthy, strong body; we don't intoxicate ourselves with alcohol, drugs, unhealthy food, or the misuse of technology.
- We value kind speech; we don't slander or gossip.
- We value the richness of difference and diversity; we don't praise ourselves at the expense of another; we don't bully or haze.
- We value communication; we don't harbor anger or ill will, especially toward ourselves.
- We value generosity; we share, giving and receiving help.
- We value patience with ourselves and others; we don't rush to judgment.
- We value the earth, our home; we don't pollute, we recycle, and we are careful, conscious consumers.



# Curriculum Overview

When you know how to think, you can approach any problem.

Bay's curriculum and course offerings reflect our commitment to depth over breadth and finding the balance between learning content and developing skills. Students build a foundation for deep learning in 9th and 10th grades. Starting in 11th grade, students practice more independence in their learning and have more choice points in their pathway through Bay. By 12th grade, Bay students are deep in their learning journeys, exploring areas of passion and interest in all subject areas. Every Bay graduate exceeds the admission requirements for the University of California and graduates with a transcript that tells a story about who they are as a student and where their academic interests lie.



The school year is divided into four terms:

**FALL SEMESTER**

**WINTER IMMERSIVE**

**SPRING SEMESTER**

**SPRING IMMERSIVE**

During semesters, students take five classes and participate in Activities (our version of PE); during Immersive terms, students take one intensive class for three weeks.

## Teaching and Learning

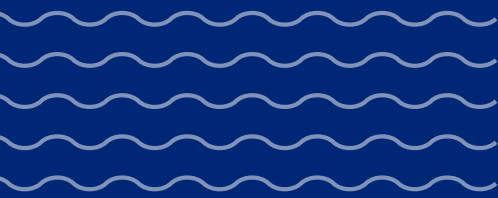
There are two modes to the Bay academic year: semester and Immersive. In both, we stress students' mastery of content and skills through the consistent application of learning.

In a semester-term literature class, this might look like a panel discussion in which audience members select topics and the students address relevant themes within the works they've studied. Conceptual Physics, required for all 9th graders, begins with first-person experimentation in collaborative lab work. From this direct experience, they learn to describe their observations, collect empirical data, and make predictions.

Finally, they will learn to convert what they've seen into algebraic formulas and learn the scientific vocabulary to describe it.

During Immersive terms students dig more deeply into quick iterative learning and the practice of transferable skills. The singular focus for three weeks and full-day class blocks allow for multifaceted teaching and learning. Our project-driven approach is seen in the culminating exhibition, during which each class publicly presents their final projects to the community. These projects range from short films to presentations of scientific findings to an adaptation of a Shakespeare play.





# The Immersive Experience

Three weeks,  
one class,  
twice a year.  
Learn by doing.  
Go deep.

In taking one course, students have time to engage deeply with the subject matter, sit with questions, and apply their learning daily so concepts and skills are layered and reinforced. Consistent feedback between students and teachers allows for the continual refinement of ideas.

Immersives are designed by our faculty to take advantage of the format. Science courses are driven by labs and fieldwork, social studies classes spend time learning within communities, literature and writing classes have time for deep analysis and a rigorous writing process. Browse the courses listed below to see the variety offered in this program, and download the [2025-2026 course catalog](#) to see what's on deck for next year.

On the last day we hold Exhibition, where all students present to the Bay community on topics that they have researched in depth. Podcasts, video journals, short films, detailed infographics, lab reports: the final projects display incredible variety. By their senior year, Bay students are adept at research, synthesis, and public presentation of complicated ideas.



# Key Statistics

**2004**

FOUNDING  
YEAR

**414**

STUDENTS IN  
2024-25

**78%**

OF STUDENTS  
ARE FROM  
SAN FRANCISCO

**43%**

OF STUDENTS  
IDENTIFY AS PEOPLE  
OF COLOR

**100+**

MIDDLE  
SCHOOLS  
REPRESENTED

**20%**

COME FROM PUBLIC  
OR PAROCHIAL  
SCHOOLS

**33%**

OF STAFFULTY  
IDENTIFY AS PEOPLE  
OF COLOR

**75%**

OF STAFFULTY  
HAVE ADVANCED  
DEGREES

**14**

YEARS OF TEACHING  
EXPERIENCE OF BAY  
TEACHERS

**30+**

HONORS COURSES

**38**

IMMERSIVE COURSES

**\$4.7million**

IN FLEXIBLE TUITION

**29%**

OF FAMILIES RECEIVE  
FLEXIBLE TUITION



## LOCATED IN

**Presidio National Park,  
San Francisco**

## LAND USE ACKNOWLEDGMENT

In keeping with the Bay Precept of living with kindness and honesty and being careful truth tellers, we acknowledge that the Bay School campus sits on the land of the Village of Yelamu, which is the traditional, unceded territory of the Ramaytush-speaking people, one of eight nations now referred to as Ohlone. The Bay Area was the site of trade, travel, gathering, and healing for more than a dozen Native tribes, many of whom continue to live and thrive here. We further acknowledge that colonization is ongoing and continues to adversely affect indigenous people here and around the world. The Bay School is committed to providing an education that works to dismantle ongoing legacies of settler colonialism by expanding our understanding of history, recognizing the hundreds of Indigenous Nations who continue to resist, live, and uphold their sacred relations across their lands, and considering how to repair historical and present harm.

[bayschoolsf.org](https://bayschoolsf.org)



# A Kind and Ethical Community



## MORNING MEETINGS

Three days a week, Bay students and staffuly come together for 25 minutes in the Great Room to begin the day.

Individual and collective potential. The Bay School believes that we better ourselves and each other by not only recognizing our interconnectedness, but furthering it. Morning Meeting supports us in living out this belief.

The depth and variety of Morning Meetings make this time something to look forward to, and our alumni tell us over and over that the experience remains a touchstone for them. This practice builds our community and is one of the ways we continually seek to realize our collective potential.

## MINDFULNESS

Morning Meetings always include a few minutes of silence during which we are intentionally present, centering ourselves, focusing on the breath, and noticing our own physical and emotional states. By practicing being present at Morning Meeting and throughout the school day, students are better able to focus, forge strong community relationships, and learn from their triumphs and failures.

During their time at Bay, some students begin to take a greater role in this practice by leading us in guided meditation or creative visualization. Juniors and seniors have the opportunity

to go deeper into the roots of mindfulness by taking the three-week Immersive course in Buddhism.

## ETHICS

A lively engagement with ethical questions is central to how teachers and students interact at Bay. This shows up in many spheres—in the classroom, in clubs and affinity groups, and frequently during Morning Meetings.

In confronting questions that traverse disciplines and demand rigorous thought, our students not only develop intellectual integrity, they also learn to see the connections between

seemingly disparate arenas of human activity. They gain philosophical, religious, creative, and scientific lenses for addressing complex questions and issues, developing perspectives that are intellectually sophisticated and personally meaningful.

Within our community, the Bay Precepts are a daily reminder of our aspirations to ethical living. The expectations we have of ourselves and each other are visible in trusting relationships among and between staffuly and students—hallways lined with unattended backpacks are a common sight, and a hallmark of “the Bay way” is that students feel a great sense of safety and support from the adults around them.





# Diversity, Equity, and Belonging

Bay encourages its staff and students to tackle issues of social justice and equity, and to do the work required to advance the human condition.

Creating a community that fosters true belonging takes hard work and a certain comfort with discomfort, and we seek to ensure that our students have the skills and knowledge to examine unquestioned assumptions about the world and self, to listen and engage with respect and empathy, and to make a meaningful impact in their communities and the world. The work of building a diverse, equitable community where all belong is—and always should be—an ongoing process, so our practices are not stagnant.



## THE STUDENT AND STAFFUTY EXPERIENCE

We know that variety and difference help us achieve more creative, sophisticated work and solutions to challenges, and the research shows it. Our multidisciplinary, experiential approach to learning allows students to experience diversity as a strength. In leadership opportunities, affinity groups, clubs, and academic electives, students can engage their layered identities and interests with those of their peers.

Staff and faculty attend conferences and engage in professional development focused on diversity, equity, and inclusion. And, like students, they enjoy peer relationships and affinity groups.

## INSTITUTIONAL COMMITMENT

Bay is unusual among its peer schools in having created an inclusive tuition model, and we offer flexible tuition rather than financial aid. The tools and services covered by tuition for every student include a laptop computer, scientific calculator, all classroom books

and supplies, a daily multi-course lunch and snacks available all day, team uniforms, required class trips and travel—including for Immersives—and more. These costs are typically in addition to tuition at other schools. By eliminating fees for all of the extras, Bay works to create a sense of belonging and to mindfully ensure that all students benefit equally from their experience here.



# Community Voices



**AMY GONZALES**

24-25: Director of Admissions,  
25-26: Director of Admissions Outreach

As a longtime admissions professional in both the college and high school environments, Amy helps students imagine and create their future. She is also profoundly grounded in her own history and educational experiences. Amy attended a Lasallian Christian Brothers school, where she absorbed the values of service to others and treating each student as a gift entrusted to her care. A precept she connects with is, *We value patience with ourselves and others; we don't rush to judgment.*

**“Being at Bay has shown me that being mindful and patient with myself, my mistakes, and my questions actually helps me to be a better person.”**



**MIO TSUKAMOTO BERK**

24-25: Dean of Students  
25-26: Dean of Student Life /  
Assistant Head of School

Mio joined The Bay School in fall 2010 as a college counselor after serving in a similar capacity in the San Francisco Unified School District, and in 2017 transitioned over to deanship in Student Life. In summer 2014, she launched our Jump Start Program, a weeklong summer orientation designed to help incoming 9th graders acclimate to Bay. Each schooling and workplace experience has strengthened her values and informed her daily practice, and she remains open to learning and growing every day.



**BORIS CORTOM**

Class of '19

**“For years, I have searched for a place to call home. I would have thought that Bay would become home, but instead this school taught me that I am my own oasis and that home is wherever my whole self is.”**

Boris Cotom spoke these words in his graduation speech to The Bay School community in spring 2019. After graduation, he jumped into life at UC Berkeley, where he was pre-med, studied in the School of Public Health, with a minor in journalism. Always thinking across disciplines and about the social impact of his work, he continues to build a place in the world that is true to his whole self. In addition to his studies, Boris taught Spanish and anatomy in fall 2021, as well as worked with multiple public-health research teams at Berkeley.



**AUGUST ROSEDALE**

Class of '18

August Rosedale always liked taking things apart to see how they worked. While a student at Bay, he spent many hours in the Project Center and took all the engineering classes he could. At Santa Clara University where he majored in mechanical engineering, he spent much of his time in the campus's STEM building. August's curiosity extended beyond how things work—he wanted to explore how they could work, constantly pushing boundaries and reimagining possibilities. This curiosity which initially sprouted at Bay and has flourished over the years leading him into the world of artificial intelligence, digital art, and NFTs.





# Background & Opportunities

The Bay School of San Francisco, founded in 2004, is a private coeducational college preparatory school nestled in the iconic Presidio National Park. This extraordinary setting provides students with unparalleled access to an extended classroom, fostering discovery and experiential learning. The school's curriculum is both academically rigorous and innovative, focusing on depth over breadth. Central to this is the school's distinctive schedule, which includes two "Immersive" terms each year. During these three-week terms, students engage deeply with a single subject, allowing for intensive exploration that promotes both intellectual curiosity and a balanced approach to learning.

The Bay School fosters a learning environment that nurtures intellectual curiosity, compassion, and confidence, emphasizing critical thinking, communication, and collaboration. With courses like public speaking and philosophy, Bay prepares students to be thoughtful, globally aware citizens. Serving 414 students, the school embraces diversity and inclusion through an inclusive tuition model with generous financial aid. Its beautifully renovated historic campus features state-of-the-art facilities that support innovative programs. Committed to excellence, Bay equips students with the skills and integrity to navigate an ever-changing world, setting itself apart in the competitive landscape of college preparatory education.

In response to the evolving educational landscape and to further highlight the school's distinctive offerings, the admissions team at Bay is undergoing a strategic transformation. With a competitive landscape of established schools vying for students, Bay is refining its outreach, marketing, and admissions strategies to ensure sustainable growth and increased visibility. This transition includes a focus on data-driven admissions tactics, targeted outreach efforts, and compelling communication strategies designed to showcase the school's academic qualities, experiential learning opportunities, and holistic approach to student development.

As part of this exciting shift, Bay is seeking a director of admissions and strategy to lead the admissions department and drive strategic growth initiatives. This pivotal role will require a visionary leader capable of developing and implementing a comprehensive admissions strategy. The director of admissions and strategy will be responsible for fostering key relationships with feeder schools, expanding outreach efforts, and supporting Bay's enrollment growth through targeted marketing campaigns. Collaboration with faculty, administration, and staff will be central to ensuring that Bay attracts students who align with its mission of academic excellence, social responsibility, and intellectual curiosity.



The director of admissions and strategy will collaborate closely with the leadership team to gain a deep understanding of Bay's qualities, mission, and market position. By leveraging the collective expertise of school leadership, the director will ensure that admissions strategies align with the school's goals and effectively communicate Bay's value to prospective families. This cross-departmental partnership will enhance outreach efforts, refine messaging, and strengthen the school's presence in the broader community.

As part of the admissions restructuring, the current director of admissions will transition into a more focused role (director of admissions outreach) to student outreach and engagement, where her institutional knowledge and long-standing relationships with Bay families, staff, and local community members will continue to be invaluable. She is enthusiastic about this shift and looks forward to collaborating with the incoming director of admissions and strategy, ensuring a smooth and effective partnership as the department evolves. This transition aligns with Bay's broader move toward a more strategic admissions model, offering the new director of admissions and strategy an exciting opportunity to lead and innovate.

The ideal candidate will be a strategic, results-oriented leader with a proven track record of success in admissions. Bay would welcome candidates with a sales

or business development mindset—particularly those with experience in strategic outreach and driving growth within educational institutions. A keen understanding of how to navigate a competitive marketplace and promote an institution's unique offerings is essential. Above all, the successful candidate will be a passionate advocate for Bay's mission, able to articulate its values and vision to prospective families, and will thrive in a collaborative, fast-paced environment.

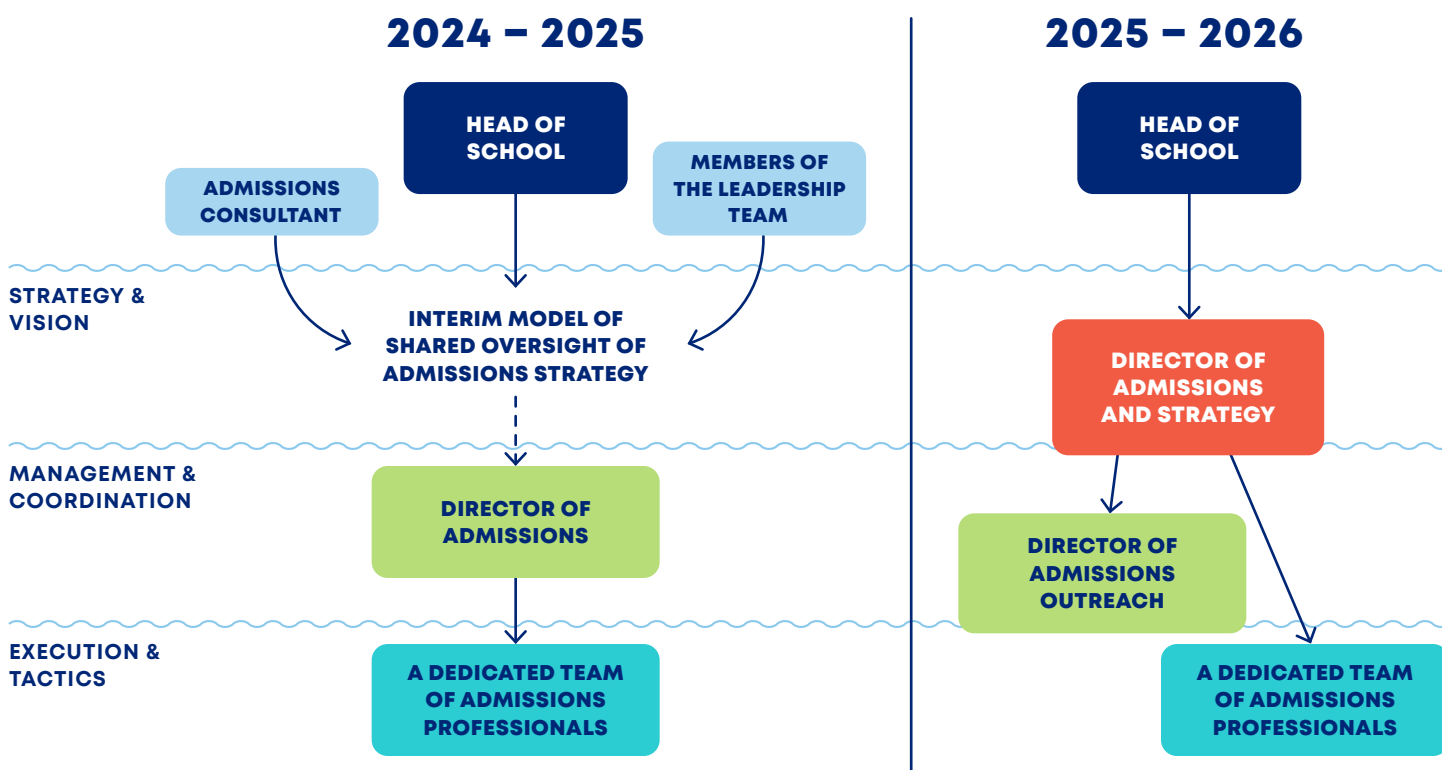
In addition to leading admissions efforts, the director of admissions and strategy will play an integral role in supporting Bay's broader strategic initiatives. This includes contributing to the school's rebranding efforts, supporting faculty in highlighting Bay's unique educational approach, and shaping the future direction of the school's community. This is an extraordinary opportunity to influence the future of one of San Francisco's most unique and dynamic independent schools. The director of admissions and strategy will have the chance to make a significant impact on Bay's growth, visibility, and continued success in preparing students to lead lives of purpose and integrity. The director of admissions and strategy reports directly to the head of school, and will begin in Spring or Summer 2025. If this opportunity speaks to you, you are encouraged to submit a thoughtful application by the priority deadline of March 2.



# Leadership Structure

The Bay School's admissions team structure is undergoing an intentional restructuring to position Bay for long-term success in the competitive Bay Area admissions landscape. Currently, the director of admissions, who is passionate about and talented at outreach and external relations, and who is exceptional at telling Bay's story to prospective families, is also having to coordinate all day-to-day admissions operations. The head of school, members of the leadership team, and an external admissions consultant are playing an interim role overseeing long-term strategy and supporting operations where possible.

In the 25-26 year, a newly appointed director of admissions and strategy—reporting directly to the head of school—will supervise the admissions team and collaborate with leadership to develop and execute a cohesive and effective admissions strategy. The director of admissions is excited to step into a more focused role (director of admissions outreach) that leverages her areas of expertise and passion in an outreach capacity. She and other members of the team are ready to follow the playbook of a strategic leader, who ideally would have experience helping mission-aligned organizations develop outstanding outward-facing marketing strategies that align product to program.



## EARLY PARTNERS TO THE DIRECTOR OF ADMISSIONS AND STRATEGY WILL INCLUDE....

- CFOO
- Dean of Academics & Innovation / Assistant Head of School
- Dean of Student Life / Assistant Head of School
- Director of Marketing & Communications
- Director of Special Projects & Operations
- Head of School

The director of admissions and strategy will play a pivotal role in Bay's leadership team, working in close partnership with key school leaders to ensure a strategic and cohesive approach to admissions. Bay's leadership team is forward-thinking, visionary, data-driven, and solutions-oriented. This year members of this team have been thinking strategically about how to frame and reframe Bay's unique value proposition and have been offering interim guidance to the admissions team. Next year, the director will have outstanding partners ready to support and collaborate on common goals.



# Areas of Focus



## Developing & Executing Admissions Strategy

The director of admissions and strategy will lead the development and implementation of a data-driven admissions strategy that enhances Bay's reputation and clearly communicates its unique value. In collaboration with the admissions team, the director will analyze key enrollment metrics, assess outreach effectiveness, and refine recruitment strategies to optimize enrollment. By partnering with colleagues across admissions, marketing, and communications, the director will ensure brand messaging remains consistent across all platforms and effectively differentiates Bay from peer schools. Through a marketing-driven and relationship-based approach, the admissions team will create an engaging experience that highlights Bay's progressive curriculum, supportive community, and commitment to student success.

## Expanding Outreach & Community Engagement

Beginning next year, the current director of admissions will step into a more focused role (director of admissions outreach) that leads efforts to cultivate relationships with key feeder schools, engage current parents, alumni, and students as advocates, and strengthen word-of-mouth outreach. The director of admissions and strategy will provide strategic oversight and support, ensuring these initiatives align with Bay's broader admissions strategy and enrollment goals. Together, they will shape and refine outreach initiatives, such as ambassador programs, community partnerships, and targeted admissions events, reinforcing Bay's reputation, enhancing retention, and expanding the school's reach.

## Aligning Admissions Strategy to Bay's Unique Educational Mission

In collaboration with Bay's leadership team, the director of admissions and strategy will ensure that Bay's admissions strategy effectively highlights the core elements of its program, attracting and retaining mission-aligned students and families. The director of admissions and strategy will set ambitious enrollment goals, track progress, and make data-informed adjustments to drive long-term growth while maintaining the integrity of Bay's educational vision. By leveraging market analysis, refining recruitment strategies, and strengthening retention efforts, this approach will position Bay competitively in the independent school landscape and ensure a vibrant, diverse, and engaged student body.

## Building Partnerships with Faculty & Staff

The director of admissions and strategy will foster a culture of collaboration within the admissions team and across the school to align admissions strategies with Bay's academic vision, ensuring prospective students are well-matched for success. By working in partnership with faculty and staff, the admissions team will equip colleagues with the tools and training needed to effectively communicate Bay's qualities to prospective families. Through this collective effort, the admissions team will enhance the admissions experience, reinforce Bay's distinct educational approach, and build a shared commitment to attracting and retaining the right students.



# Duties



## Admissions & Long-Term Strategy

- Develop and implement a multi-year admissions strategy that aligns with Bay's mission, academic priorities, and financial sustainability.
- Set and refine enrollment, retention, and financial aid goals in collaboration with the head of school, senior leadership, and trustees.
- Use data analysis and demographic insights to track trends, guide decision-making, and ensure enrollment targets are met.
- Ensure a transparent, ethical, and mission-aligned admissions process that provides a positive experience for prospective families.

## Data-Driven Admissions Operations

- Assess and refine the admissions process to improve efficiency, enhance the prospective student experience, and increase conversion rates.
- Leverage data and market research to track trends, evaluate outreach efforts, and adjust strategies as needed to meet enrollment goals.
- Oversee financial aid policies and allocation.
- Build and maintain relationships with feeder schools, community partners, and educational organizations to expand Bay's applicant pipeline.

## Departmental Leadership & General Administration

- Lead and develop a high-performing admissions team, providing clear roles, professional growth opportunities, and day-to-day guidance.
- Work closely with other leaders to ensure alignment between admissions, student experience, and retention efforts.
- Implement streamlined, data-informed admissions processes to enhance efficiency and the applicant experience.
- Manage the admissions budget and provide regular reports on enrollment trends, financial aid, and recruitment outcomes.
- Report directly to the head of school and perform other duties as assigned.



# Qualities & Qualifications



## Professional Qualifications

- Possession of a bachelor's degree from an accredited college or university; advanced coursework or degree preferred
- Demonstrated success designing and implementing robust recruitment and sustained admissions in an educational institution including: developing a blueprint to attract prospective students; managing an admissions office team; and establishing guidelines and requirements for recruiting, admitting, and enrolling students
- Proven ability to develop and implement strategic enrollment plans, manage a team, and establish clear guidelines for recruitment, admissions, and retention
- Experience utilizing data systems to track, analyze, and optimize admissions and enrollment processes
- High proficiency with technology, including Google Suite and admissions management platforms
- Familiarity with Bay Area independent school enrollment trends and market dynamics is preferred

## Personal and Leadership Qualities

- An innovative and adaptable mindset, with a willingness to explore new approaches to student recruitment and engagement
- Exceptional communication skills, both written and public speaking, with the ability to connect with diverse audiences
- Highly organized and detail-oriented, with robust analytical and problem-solving skills to manage multiple priorities effectively
- A relational and empathetic leadership style to mentor and develop a high-performing team
- Good judgment and discretion, and the ability to foster collaborative relationships while maintaining confidentiality
- Deep cultural competency and a demonstrated commitment to diversity, equity, inclusion, and belonging
- An alignment with The Bay School mission, philosophy, and precepts
- An eagerness to actively participate in the full life of a high school, including admissions, development, and community events that may occur outside of standard working hours





# How to Apply

12M & Ed Tech Recruiting is acting on behalf of The Bay School to identify exceptional admissions leaders to fill this extraordinary opportunity. Direct inquiries to:

[jobs@12MRecruiting.com](mailto:jobs@12MRecruiting.com)



Applications submitted by **March 2, 2025** will receive priority review.

All applications must be submitted online:

[www.12MRecruiting.com/jobs/Bay/Admissions](http://www.12MRecruiting.com/jobs/Bay/Admissions)

An application requires submitting four PDFs:

1. Cover letter introducing yourself to The Bay School search committee
2. CV or resume
3. A list of four references (include each person's name, current organization, title, phone number, email, and past connection to you — though we will not contact any references without obtaining your permission first)
4. A response to the following prompt:

*In no more than a few paragraphs, talk about a role you held that presented an opportunity to leverage data for developing a more informed long-term strategy.*

The Bay School does not discriminate on the basis of SOGIE (sexual orientation or gender identity expression), race, color, religion, ethnicity, national origin, ancestry, age, or any other characteristic protected by law. We are committed to having a community that reflects the diversity of the Bay Area. We hold the highest standards for respectful relationships among peers and students and strive to live by the school's precepts. 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.