



**Associate Director of Undergraduate Admissions**  
**Office of Undergraduate Admissions**

West Virginia State University is accepting applications to fill the Associate Director position for the Office of Undergraduate Admissions.

Founded in 1891, West Virginia State University (WVSU) is a public-land grant institution, which was originally founded as a historically black university, but which has evolved into a fully accessible, racially integrated and multi-generational institution serving approximately 3,514 students. The University is a community of students, staff, and faculty committed to academic growth, service and preservation of the racial and cultural diversity of the institution. WVSU offers 23 undergraduate and six graduate degrees through its four colleges. WVSU competes in athletics at the NCAA Division II level in five men's sports and five women's sports. WVSU is located in Institute, WV, a suburb of Charleston, the largest city and the capital of West Virginia. With more than 300,000 people living in the metropolitan area, it is an active, exciting and engaging community, boasting cultural and historical events, music, festivals and entertainment.

**Position Description**

Under the direction of the Director of Undergraduate Admissions, the Associate Director of Undergraduate Admissions directs and develops recruitment and admissions processes and procedures. The incumbent oversees the daily operations of the admissions customer relations management system and processor unit.

**Responsibilities for the Associate Director**

- Collaborate with the Director of Undergraduate Admissions on recruitment and admissions initiatives to forecast and attain institutional enrollment goals.
- Direct and execute all aspects of recruitment and admissions strategies through the utilization of an integrated data driven enrollment management methodology to achieve enrollment funnel conversion and yield rates.
- Develop, implement and manage in-state and out -of -state travel matrix in collaboration with the Director of Undergraduate Admissions. Manage all aspects of regional and national college fair relations and registrations.
- Utilize customer relations management (EMAS Pro) system to direct and monitor respective admissions recruiter recruitment portfolio within assigned regional and national territory.
- Develop and maintain relationships with counterparts at high school and community colleges and other external stakeholders to promote the institution and generate a continuous flow of viable prospects and applicants into the student engagement funnel.
- Establish professional and collaborative relationships across campus with deans, faculty, enrollment management and student affairs directors and peers in student service departments to garner support and participation in recruitment initiatives.
- Respond to prospect and applicant queries from the Learning House.
- Plan and coordinate on-campus and off-campus annual recruitment events to promote and market the University. Events include annual Open House, Black and Gold Visit Day, Admitted Student Day, Alumni Receptions and other internal and external events.

- Travels on behalf of the University and manages specific geographic area.

### **Requirements for the Associate Director**

- Bachelor's degree in a directly related field.
- At least two or more years of admissions experience or combination of equivalent admissions and/or student services experience, with such work showing a progression of broader and more complex job responsibilities and accomplishments.
- At least two or more years of supervisory experience.
- Demonstrated ability to effectively organize and manage multiple projects and priorities, establish goals, and produce timely desired results.
- Demonstrated experience in record maintenance, word processing and data entry skills.
- Proficiency in working with customer relations management systems and student information system databases (e.g. Banner, EMAS Pro, Hobson's CONNECT, People Soft) and possess the ability to compile data and produce reports.
- Superior written, oral, and interpersonal communication skills, group presentation skills, and proven ability to work with diverse constituencies, and a clear customer service orientation.
- Must possess the willingness and ability to work an unconventional work schedule that includes evenings and weekends.
- Must be able to perform overnight travel and possess a valid driver's license.
- Successful candidate must pass a background check.

### **Application and Nomination**

Candidates should submit their application materials by **November 16, 2018**. Review of application materials will commence until the position is filled. Candidates are required to submit a cover letter, resume, unofficial transcript, and three professional references (name, title, address, telephone number, and e-mail address). Please submit application materials via email in PDF (preferred) or Word to: **hr@wvstateu.edu** or mail to:

West Virginia State University  
Department of Human Resources  
P. O. Box 1000, 105 Cole Complex  
Institute, WV 25112

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