



# WEST VIRGINIA STATE UNIVERSITY

## **Associate Director of Undergraduate Recruitment and Admissions**

### **OFFICE OF UNDERGRADUATE RECRUITMENT AND ADMISSIONS**

#### **West Virginia State University:**

West Virginia State University (WVSU) is a public-land grant institution, which was founded in 1891 as a Historically Black College and University (HBCU), and has evolved into a fully accessible, diverse, and multi-generational institution serving approximately 3,500 students. The University is a community of students, staff, and faculty committed to innovative teaching and learning, research and service that offers 23 undergraduate and seven graduate degrees through its four colleges, and competes in athletics at the NCAA Division II level in five men's sports and six 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**

Reporting to the Director of Admissions, the Associate Director of Admissions will assist with utilizing an integrated marketing communications strategy while helping develop creative approaches that align with that strategy. An in-depth knowledge of territory management is essential to assist the director in strategic planning efforts. The Associate Director of Admissions oversees the individual and group visit program while also helping with Volunteer Admissions Alumni Network (VAAN). The Associate Director will assist the Director of Admission with staff training and development. Recruitment travel is required. The Associate Director will function as Director in the Director's absence.

#### **Responsibilities for the Associate Director**

- Lead and supervise a team of admissions professionals, providing guidance, training, and support to ensure efficient operations and exceptional customer service. aa
- Develop and implement strategic enrollment management plans in collaboration with the Director of Admissions to meet enrollment goals and objectives.

- Evaluate and assess admissions policies and procedures, recommending and implementing improvements to streamline processes and enhance the applicant experience.
- Collaborate with the marketing and recruitment team to develop effective strategies to attract and engage prospective students, including the use of print materials, digital platforms, and events.
- Represent the institution at college fairs, information sessions, and other recruitment events, establishing and maintaining positive relationships with prospective students, families, high school counselors, and community organizations.
- Proficiency in working with customer relations management systems and student information system databases (e.g., Banner, SLATE, Hobson's CONNECT, People Soft) and can compile data and produce reports.
- Collaborate with academic departments and faculty to facilitate the transition of admitted students into their chosen programs.
- Monitor and analyze admissions data, generate reports, and provide recommendations to improve recruitment and enrollment strategies.
- Foster a positive and inclusive admissions environment, ensuring fairness, equity, and accessibility throughout the admissions process.
- 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.
- Perform other duties as assigned.

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

- Bachelor's Degree Required
- Master's Degree Preferred.
- Any equivalent combination of education and/or experience is acceptable which provides an applicant the listed knowledge, skills, and abilities and the capability to perform the essential functions of the job.
- At least 3 years' experience in recruitment and admissions
- Experience with information technology systems for use in recruiting and admissions operations in a complex university setting; Banner and/or Slate preferred
- Excellent interpersonal, oral, and written communications skills
- Experience supervising and developing a diverse staff.
- Experience with market segmentation strategies and data-driven decision making in a university setting.
- Employment contingent upon a successful background check and DMV check

## **Salary Statement**

Commensurate with experience.

### **To Apply:**

This position will remain open until filled. However, first consideration will be given to applicants who submit a resume, cover letter, academic transcripts, and the names and email addresses or phone numbers of three professional references by April 5, 2024. **All requested information must be submitted for your application to be considered.**

Please submit application materials via email to [jobs@wvstateu.edu](mailto:jobs@wvstateu.edu) or mail to:

West Virginia State University  
Department of Human Resources  
P. O. Box 1000, 324 Ferrell Hall  
Institute, WV 25112

**West Virginia State University conducts criminal background checks on all job candidates upon acceptance of a contingent offer. Any offer of employment is contingent upon the satisfactory completion of a background check.**

**West Virginia State University is an Equal Opportunity/Affirmative Action institution. No person shall be denied admission to educational programs, activities or employment on the basis of any legally protected status, or be subjected to prohibited discrimination involving, but not limited to, such factors as race, color, creed, religion, national or ethnic origin, marital status, citizenship, sex, sexual orientation, gender identity or expression, age, disability, or protected veteran status. West Virginia State University is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. To request reasonable accommodation to participate in the job application or interview process, contact, please contact the Disability and Accessibility Resources unit at 3040766-3083 or [ada@wvstateu.edu](mailto:ada@wvstateu.edu).**