



WEST VIRGINIA STATE UNIVERSITY

Senior Admission Recruiter Office of Undergraduate Recruitment and Admission

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

Under the direction of the Associate Director of Undergraduate Recruitment and Admissions, the Senior Admissions Recruiter will manage all phases of recruitment, admissions and enrollment functions within assigned regional and national territory. Develop and sustain relationships with high school guidance counselors and community college coordinators to recruit prospective students

This is a non-classified, essential, FLSA exempt, full-time, benefits eligible position.

Responsibilities for the Senior Admission Recruiter

- Manage 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.
- Establish and maintain active interpersonal relationships with prospective students, high school guidance counselors and community college coordinators to effectively promote the University and generate continuous of viable prospects and applicants into the student engagement funnel.
- Utilize customer relations management (SLATE) system to manage communication flow of prospective students within assigned regional and national territory.

- Execute written and telephone communication to prospective students to engage them in the recruitment and admissions process to generate interest and/or an application.
- Maintain communications with prospective students, high schools, community college contacts within assigned regional and national territory through direct and electronic mail, telephone, text messages, and social media outlets.
- Attend and represent the University at national and regional college fairs. Travel will encompass both independent and team travel, evening and weekend hours, and driving long distances that require overnight stays.
- Coordinate personal visits to high schools and community colleges within assigned regional and national territory to generate prospective student interest and/or applications.
- Provide presentations to small and large group of prospective students, families, high school guidance counselors, community college coordinators and others that visit campus

Requirements for the Senior Admission Recruiter

- A Bachelor's degree.
- 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.

Skills, Knowledge and Abilities:

- 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, SLATE, 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.
- Perform other duties as assigned.

Salary Statement

\$38,000 - \$40,000 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, copy of transcripts and the names and email addresses or phone numbers of three professional references by November 19, 2021. All requested information must be submitted for your application to be considered.

Please submit application materials via email to jobs@wvstateu.edu or mail to:

West Virginia State University
Department of Human Resources
P. O. Box 1000, 105 Cole Complex
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. Upon request, reasonable accommodations will be made to provide this content into an alternate accessible format by contacting Human Resources at (304) 766-3156 and/or hr@wvstateu.edu.