



# WEST VIRGINIA STATE UNIVERSITY

## ADMISSIONS COUNSELOR (2 Positions)

### 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**

Under the direction of the Associate Vice President of Enrollment Management, the Admissions Recruiter will manage all phases of recruitment, admissions, and enrollment functions within assigned regional and national territories. Develop and sustain relationships with high school guidance counselors and community college coordinators to recruit prospective students.

#### **Responsibilities for the Admissions Counselor**

- Manage and execute all aspects of recruitment and admissions strategies by utilizing 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 viable prospects and applicants into the student engagement funnel.
- Utilize customer relations management (SLATE) system to manage the communication flow of prospective students within assigned regional and national territories.

- 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, and community college contacts within assigned regional and national territories 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 independent and team travel, evening, and weekend hours, and driving long distances requiring overnight stays.
- Coordinate personal visits to high schools and community colleges within assigned regional and national territories to generate prospective student interest and/or applications.
- Provide presentations to small and large groups of prospective students, families, high school guidance counselors, community college coordinators, and others that visit campus.
- 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 can compile data and produce reports.
- Superior written, oral, and interpersonal communication skills, group presentation skills, 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.

### **Requirements for the Admissions Counselor**

- 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 two or more years of admissions experience or a combination of equivalent admissions and/or student services experience, with such work showing a progression of broader and more complex job responsibilities and accomplishments.

## **Salary Statement**

Salary ranges from \$35,000.00 - \$38,000.00 is 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 September 24,2024. **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).**