



WEST VIRGINIA STATE UNIVERSITY

Director of Admissions Institute, West Virginia

West Virginia State University

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, diverse, and multi-generational institution serving approximately 2,600 students. WVSU offers 23 undergraduate and 6 graduate degrees, along with one doctoral degree. WVSU competes in athletics at the NCAA Division II level in 7 men's sports and 8 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 200,000 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

The Director of Admissions is a critical leadership role within the Division of Enrollment Management and Student Affairs, reporting directly to the Assistant Vice President of Enrollment Management. This role owns the management and continuous improvement of the day to day operations for the Office of Admissions, including the supervision of all professional and support staff. The Director of Admissions will be responsible for the management of the University's recruitment plan and will provide strategic and operational leadership to improve the enrollment funnel conversion outcomes. In addition, the individual will develop and apply policies and procedures while ensuring compliance is maintained according to institutional, state and federal policies. This position will take ownership of planning and executing new student onboarding initiatives and events. The Director of Admissions will collaborate closely with faculty, staff and others across divisions, as well as community partners throughout the area, to strengthen relationships and partnerships with the Office of Admissions.

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

Position Responsibilities for the Director of Admissions

- Develop, interprets and enforce admissions policies, procedures, and strategies to ensure compliance across admissions operations. Hire, train and supervise all staff within the Office of Admissions.

- Coordinate and assess staff efforts towards achieving the University's recruitment plan through territory management, communication plans and marketing strategies.
- Oversee the application review and completion processes and resolve barriers preventing applicants from becoming registration eligible.
- Establish and enforce service standards for processing times.
- Oversees the maintenance, strategic use, and ongoing management of admissions systems, collaborate on customized workflows and automation, and ensure accurate data integration occurs.
- Write and maintain full training materials for all positions within the Office of Admissions.
- Effectively demonstrate knowledge of National Collegiate Athletic Association (NCAA) compliance regulations.
- Organize and coordinate recruitment and enrollment events on campus, such as campus tours, open houses, and new student orientations, for prospective students.
- Represent the Office of Admissions at high school counselor functions, alumni activities, and conferences.
- Build and strengthen alumni and community partnerships to enhance recruitment efforts.
- Update and maintain the Office of Admissions webpage and social media pages.
- Assist in the creation of online and print marketing materials for the Office of Admissions.
- Deliver high-quality customer service by assisting students, faculty and staff, by resolving issues, and working flexible hours-including evenings and weekends-to support events and critical deadlines.

Requirements for the Director of Admissions

1. Bachelor's degree in Business Administration, Communications, or related field is required. Master's degree preferred.
2. A minimum of five years of progressive experience in Admissions and/or Enrollment Management.
3. Demonstrated success in the supervision, development and retention of a diverse staff.
4. Familiarity with student information systems and customer relations management systems and databases (e.g. Ellucian-Banner, CRM-Recruit, Banner Document Management).
5. Proven capacity to manage multiple priorities, completing deadlines, and complex responsibilities while maintaining high standards of quality and accountability.
6. Excellent verbal, listening and written communication skills with the ability to conduct professional presentations.
7. Ability to work non-traditional work hours.
8. Ability to travel in and out of state, including flights and driving long distances and overnight stays.

Salary Statement

The salary will be commensurate to experience.

Benefits of Full-Time Employment

West Virginia State University offers a comprehensive benefits package designed to support the health, financial security, and work-life balance of its employees. Benefits include employer-sponsored health insurance through PEIA with prescription coverage, access to wellness programs, and the option to enroll in dental, vision, hearing, and other supplemental insurance plans. Employees may also participate in health savings accounts and flexible spending accounts.

The university provides employer-paid basic life insurance and offers optional additional coverage. Retirement benefits are provided through the TIAA retirement plan with a **6% employer match for employees contributing 6% of their salary.**

Full-time employees accrue **two days of annual leave and one and a half days of sick leave per month**, along with eligibility for family medical leave, military leave, workers' compensation, and unemployment coverage. Additional benefits include educational assistance opportunities, access to the university's Employee Assistance Program, and other university amenities.

To Apply

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 October 30, 2026. The position will remain open until filled. 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, 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 employer committed to providing access, equal opportunity, and reasonable accommodation in employment and in its services, programs, and activities. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, protected veteran status, or disability. Individuals who require reasonable accommodation to participate in the job application or interview process should contact the Disability and Accessibility Resources unit at 304-766-3083 or ada@wvstateu.edu