



WEST VIRGINIA STATE UNIVERSITY



Senior Admissions Recruiter Office of Undergraduate Admissions

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, 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 Senior Admissions Recruiter will manage all phases of recruitment, admissions and enrollment functions within assigned regional and national territory. The incumbent will oversee social media platforms and campus tour visitation. This is a non-classified, essential, FLSA overtime exempt, full-time, benefits eligible position.

Responsibilities for the Senior Admissions Recruiter

- Counsel prospective students and parents and families on admission requirements and scholarship process.
- Establish and maintain active interpersonal relationships with prospective students and guidance counselors to effectively promote the University and generate continuous of viable prospects and applicants into the student engagement funnel.
- Utilize customer relations management (SLATE) and admissions modules of Banner student information 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, and high school guidance counselor 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 for specific geographic area. 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 within assigned regional and national territory to generate prospective student interest and/or applications.
- Manage visitation portfolio which encompasses campus tours with high schools, upward bound, and community service mentor groups and conducted campus walking tours for prospective students and families.
- Assist with the development and coordination of events for prospective students and their families, both on and off campus.
- Provide presentations to small and large group of prospective students, families, high school guidance counselors, community college coordinators and others that visit campus.
- Serve as liaison for text messaging campaign for Signal Vine.
- Coordinate and manage social media plan for Undergraduate Admissions to include Facebook, Twitter, and Instagram.
- Special projects and other duties as assigned by the Director of Undergraduate Admissions.
- May perform other duties as assigned.

Requirements for the Senior Admissions Recruiter

- A Bachelor's degree.
- At least two 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.
- Demonstrated ability to effectively organize and manage multiple projects and priorities, establish goals, and produce timely desired results.
- 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.
- Must have proficient computer skills in Microsoft Office (Word, Excel and Outlook).
- 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.

Salary Statement

This position is a pay-grade 4.

To Apply

In order to be considered for this position, please submit a cover letter, resume, unofficial transcript, and three professional references (name, title, address, telephone number, and e-mail

address) by September 23, 2020. All requested information must be submitted for your application to be considered.

Please submit application materials via email, mail or in person 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

Contact

For further information regarding application procedures, you may contact Human Resources at (304) 766-3156 and/or hr@wvstateu.edu.

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 Justin Cherry at 304.766.3156 or Justin.Cherry@wvstateu.edu.