



Bluefield State College

Job Vacancy Announcement

Admissions Counselor

POSITION TITLE: Admissions Counselor

JVA#: 2021-10

DEPARTMENT: Office of Admissions

POSITION CLASSIFICATION/COMPENSATION: Position is Nonclassified, Full-time, and serves at the will and pleasure of the President. *This position may carry an Exempt or Non-Exempt status under the Fair Labor Standards Act (FLSA) – the FLSA exemption status will be determined upon hire in accordance with FLSA provisions.* Salary will be commensurate with qualifications and experience.

POSITION SUMMARY: Reporting to the Chief Enrollment Officer, the Admissions Counselor will work to recruit traditional and non-traditional students to Bluefield State College, and will work with all phases of the admissions office to support the enrollment needs of the college and initiate contacts with prospective students, counselors and parents in support of the these enrollment objectives. This position requires some evening and weekend work, as well as overnight travel. Outreach opportunities will include campaigns that concentrate on our HBCU traditions. Admissions Counselors support BSC offices on the Bluefield campus and other locations such as in Beaver, WV, as assigned.

CORE RESPONSIBILITIES:

- Conduct recruitment activities. Assist the Chief Enrollment Officer with planning and implementing the college's admissions and recruitment programs. Visit with prospective students which also requires travel to public venues to include high schools, two-year colleges and other sites. The admissions counselor initiates contacts with prospective students, parents, school counselors and other parties that support student interest in our programming, and maintains records in Banner to assure recruitment efforts are carried out effectively. Recruitment efforts vary depending upon the time-of-the year. Participate in recruitment functions to include travel, contact with prospects, telephone contact with students, social media follow up and other responsibilities. The Admissions Counselor is responsible for proactively following up with inquiries from potential student applicants in all phases of the recruitment and enrollment process, and may have a defined "territory" as assigned by supervisor.
- Conduct enrollment activities, including participating in college fairs, campus visits, testing, student registration, and special programming efforts geared toward student success and enrollment. Supports students throughout the admissions process by answering student

queries and helping them with required documents. Maintain target metrics by converting students to their next levels in the enrollment cycle. Assist with the college's new-student scholarship recruitment and award process. Collaborate with other BSC administrative units to promote effective and efficient enrollment management services.

- Cultivate the applicant pool to result in BSC becoming the applicant's institution of choice whenever possible. Respond to applicant inquiries and track applicant progress via the student information system. Evaluate student academic performance to decide placement for college level coursework. Determine admissions decisions dependent on eligibility. Review transcripts, transfer credit and other elements in the student files – always maintaining a high-level of confidentiality. Process ACT/SAT scores for file enrichment – from the prospect stage onward. Process provisional, special and transient applications; makes admissions decisions and registers students for classes. Works with director to learn best practices of the college admissions professional using AACRAO and NACAC principles as fundamentals in support of best practices and ethical decision making. Coordinating with the office manager, maintain applicant records in BANNER in a timely and accurate manner, as well as other data/tracking systems as may be appropriate. Create reports and analyze effectiveness of recruitment and enrollment efforts on an on-going basis, keeping supervisor apprised.
- Work collaboratively with publications and media relations upon request. Assist with the operations of the admissions office. Provide special attention to student contact programs. Perform other duties as assigned. Must be able to meet the travel and extended hour requirements of the position.

MINIMUM REQUIRED QUALIFICATIONS:

- Bachelor's degree from an accredited college or university.
- At least three months of public relations or public contact work experience.
- Ability to represent and effectively market the College, its mission and the importance of higher education in a professional and courteous manner.
- Ability to provide excellent customer service and timely, relevant follow-up.
- Ability to perform timely and accurate word processing/database records maintenance and/or management.
- Excellent oral, written communication and interpersonal skills.
- Computer proficiency – Microsoft Office.
- Ability to work independently with a sense of urgency and attention to detail without supervision.
- Ability to work collaboratively as a goal-oriented team member within the admissions office as well as with other BSC administrative units and external stakeholders, exhibiting positive team building and communication skills.
- Be self-starting – demonstrate initiative.
- Ability to write reports and to make sound data-informed decisions.
- Advanced organizational and time management skills with demonstrable ability to establish priorities, handle multiple tasks simultaneously under time constraints, with competing deadlines, conflicting demands, frequent interruptions and produce accurate, detailed work within established timeframes and budgets, and complete overall goals/objectives.

- Ability to work effectively with prospective students, current students, staff, and faculty with diverse backgrounds and perspectives.
- This position requires some evening and weekend work, as well as some overnight travel.
- Working knowledge of higher education a plus. Must maintain a valid U.S. Driver's License.

PREFERRED QUALIFICATIONS:

Significant marketing or public relations experience. Previous student recruitment experience. Previous higher education-related counseling experience.

THE COLLEGE: The mission of Bluefield State College is to provide students an affordable, accessible opportunity for public higher education. A historically black institution, Bluefield State College prepares students for diverse professions, graduate study, informed citizenship, community involvement, and public service in an ever-changing global society. More information about the College is available at www.bluefieldstate.edu

APPLICATION PROCEDURE: Completed applications are to be submitted in electronic format only to humanresources@bluefieldstate.edu and must include:

1. Letter of interest specific to the position;
2. A completed BSC Employment Application (form available at <https://www.bluefieldstate.edu/resources/human-resources/jobs>)
3. Resume/CV;
4. Contact information for at least three professional references; and
5. Transcripts (unofficial transcripts are acceptable for the application process; official transcripts will be required of the selected candidate).

Please **do not** include photographs or any personal information (e.g. D.O.B, place of birth, etc.) on your application or supporting documents.

DATE POSTED: May 25, 2021

CLOSING DATE: Position is open until filled. For full consideration, applications must be received by 4:00 pm EST, Friday, **June 11, 2021**. Applications will be accepted until position is filled; however, applications received after the deadline may not receive full consideration.

Bluefield State College is an HBCU, AA/EOE/ADA employer, committed to the principle that minorities, women, veterans, and individuals with disabilities are encouraged to apply. The college complies with all applicable federal and state laws designed to promote equal educational and employment opportunities. Bluefield State College does not provide H1B visa or employment sponsorship.