



# Bluefield State College

Job Vacancy Announcement

## Director of Admissions

**POSITION TITLE:** Director of Admissions

**JVA #:** 2022-03

**DEPARTMENT:** Office of Admissions

**POSITION SUMMARY:** Reporting to the Provost and Vice President for Academic and Student Affairs, the **Director of Admissions** has primary responsibility for developing and implementing a comprehensive enrollment plan focused on the expansion of student recruitment, enrollment and retention, consistent with the institution's strategic goals and direction. The Director, in consultation with the Provost and VP for Academic and Student Affairs, establishes operational priorities, effective frameworks and associated solutions to identify, attract, admit, enroll and retain diverse domestic and international undergraduate and graduate student populations.

**POSITION CLASSIFICATION/COMPENSATION:** This position is Nonclassified, Full-time (1.0 FTE), carries an Exempt status under the Fair Labor Standards Act, and serves at the will and pleasure of the President. Salary will be commensurate with qualifications and experience. Position is dependent upon available funding.

### CORE RESPONSIBILITIES:

- Establish and implement short- and long-range admissions enrollment goals, objectives, strategic plans, policies, and operating procedures to enhance the visibility and public image of the College. Responsible for Office of Admissions operational direction, assessment, budgeting, policy development, implementation of services and programs, and supervision/evaluation/development of assigned staff. Provide leadership in shaping enrollment goals for diversity, net revenue, academic profile, and implement a structure to increase inter-departmental coordination to promote domestic and international undergraduate and graduate student success.
- Effectively implement and coordinate the overall activities of the Admissions Office, including processing and evaluating applications, determining applicants' eligibility for enrollment, participating in student and/or parent communication process, verifying completion of applicant files and informing applicants of any deficiencies. Responsible for monitoring application flow, acceptance, deposits, and withdrawal rate throughout the admission cycle and regularly supplying statistical reports to the appropriate offices.
- Review and make recommendations regarding enrollment program and service enhancements to the Provost and VP for Academic and Student Affairs, and serve as an active member of the division's administrative team, working collaboratively to set direction and establish priorities for the institution's future.
- Create specific total enrollment and net revenue goals in addition to profile and demographic targets to assist in the establishment of goals committed to provide a college education that is

affordably priced and supported with carefully managed student assistance programs, as well as the successful execution of a recruitment, admission, and assistance plan. Create and execute a recruitment and enrollment plan that includes the development, implementation, and evaluation of communications, emphasizes academic programs, streamlines admission processes, uses technology effectively, and incorporates easily understood pricing, financial aid and affordability information.

- Engage faculty and staff, senior leadership, athletic staff, alumni, and students in the recruitment process via appropriate and productive methods.
- Provide data informed recommendations for allocating staff and financial resources to achieve enrollment goals.
- Collaborate with various institutional departments to strengthen the marketing activities of the enrollment function (print, electronic, and social media), enhance communication effectiveness, improve timeliness of campaigns, and promote broader interest in Bluefield State College from prospective undergraduate and graduate student target markets. Participate in institutional research regarding data collection, analysis and reporting of enrollment management programs and initiatives to improve recruitment and retention strategies.
- Ensure compliance with federal, state, and local laws and regulations and state and college policies and procedures.
- Promote a positive image of the College. Represent the Office of Admissions at various on- and off-campus recruitment events and other College-sponsored events through active involvement in the community, which may include presentations to campus and community groups.
- Perform other duties as assigned. Includes but is not limited to marketing various programs and services, fundraising and serving on committees.

#### **MINIMUM REQUIRED QUALIFICATIONS:**

- Bachelor's Degree from an accredited institution required.
- At least five years of higher education experience in a management position, a professional administrative position, or an instructional faculty position, with responsibilities in recruitment, admissions, records/registration, financial aid, student services, and/or retention activities.
- Demonstrated knowledge of higher education recruitment, marketing, admissions, financial assistance, and/or student advisement/retention policies, principles and practices.
- Knowledge and ability to lead organizational structure, workflow and operating protocols.
- Ability to manage operational aspects of an administrative program including, but not limited to: strategic planning, personnel, budget and fiscal management, web-based technology enhancement, and/or continuous improvement assessment.
- Strong analytical, critical thinking, project management, problem recognition and resolution skills adept at setting and attaining key strategic goals.
- Effective interpersonal written and verbal communication skills, with ability to foster collaborative efforts and partnership building with internal and external constituencies within a diverse community.
- Strong analytical and problem-solving skills, including the ability to identify, consult and resolve issues that impact institutional needs and priorities and experience in using qualitative and quantitative data to make sound decisions and foster improvement.
- An understanding of the importance and roles of historically black institutions.
- Capacity to attract, admit and maintain a diverse student population.
- Demonstrated attention to detail, accuracy and customer-focused sense of urgency/timeliness.
- Technical competency in a variety of computer applications, including but not limited to spreadsheets, word processing, databases, statistical software, MS windows, and other PC-based tools.

- Ability to work evenings and weekends as may be necessary. Must maintain a valid driver's license.

**PREFERRED QUALIFICATIONS:**

- Master's degree in Higher Education Administration, Business Administration, Information Technology or related field from an accredited institution is preferred.
- At least five or more years of higher education experience and demonstrated competency in a supervisory or leadership position in the areas of admissions/enrollment services.
- Higher education experience developing, evaluating, and improving marketing, student recruitment, enrollment, and retention strategies from a data-informed perspective.
- Higher education experience recruiting, engaging, and retaining students from diverse academic, cultural, and socioeconomic backgrounds, including working with first-generation college populations.
- Experience promoting the importance and roles of historically black institutions desired.

**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](http://www.bluefieldstate.edu)

**APPLICATION PROCEDURE:** Completed applications are to be submitted in electronic format only to [humanresources@bluefieldstate.edu](mailto:humanresources@bluefieldstate.edu) and must include:

1. Letter of interest specific to the position;
2. A completed BSC Employment Application (form available at <https://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:** February 11, 2022

**CLOSING DATE:** For full consideration, applications must be received by 4:00 pm EST, Friday, **March 4, 2022**. Review of applications will begin immediately. 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.*