



Job Vacancy Announcement

Admissions Counselor

POSITION TITLE: Admissions Counselor

JVA#: 2026-13

DEPARTMENT: Admissions

POSITION SUMMARY: Reporting to the Director of Admissions, the Admissions Counselor will work to recruit traditional and non-traditional students to Bluefield State University. The Admissions Counselor will work with all phases of the Office of Enrollment Services/Admissions to support the enrollment needs of the university and initiate contacts with prospective students, counselors, and parents in support of enrollment objectives. The Admissions Counselor is an integral component of the University Enrollment Services and admissions team and requires enthusiasm and high energy to meet university enrollment goals.

POSITION CLASSIFICATION/COMPENSATION: This position is Nonclassified, Full-time, carries an Exempt status under the Fair Labor Standards Act, and serves at the will and pleasure of the President. Actual compensation will be commensurate with specific qualifications and experience related to the position. Position is dependent upon available state and/or grant funding.

CORE RESPONSIBILITIES:

- Conduct recruitment activities: Assist the Director of Admissions with planning and implementing the university's admissions and recruitment program. Manage all aspects of recruitment travel, including scheduling, transportation, and accommodations in accordance with university-wide travel policies and visits with prospective students, which also require travel to public venues, including high schools, two-year colleges, and other sites where it is appropriate. High school and community college travel will include VA, WV schools, and selected out-of-state travel, including metro counties. This position will require evening and weekend work as well as overnight travel. This position will be based on the Bluefield Campus. The Admissions Counselor initiates contacts and builds relationships with prospective students, parents, alumni, school counselors, and other parties that support student interest and will maintain records in BANNER and the CRM software to ensure recruitment efforts are carried out effectively. Using the institution's admissions office database (primary is currently BANNER) and the CRM software, process applications, track application status, and generate letters specific to application materials outstanding until all required academic and other pertinent information has been received. Process applications of international students. Participate in recruitment functions, including travel, contact with prospects, telephone contact with students, social media follow up and other responsibilities as directed by the supervisor. The Admissions Counselor is responsible for proactively following up with inquiries from potential student applicants in all phases of the recruitment and enrollment process. The Admissions Counselor is responsible for developing a plan of

action to achieve University goals for their territory and/or student population, managing the recruitment of students in a designated territory and/or market segment of students, and preparing and delivering reports to the Director of Admissions as required.

- Conduct enrollment activities, including participating in college fairs, campus visits, Open House events, and special programming efforts geared toward student success and enrollment. Supports students throughout the admissions process by answering student queries, helping them with required documents, and maintaining target metrics by converting students to their next levels in the enrollment cycle. Assists with the university's new student scholarship recruitment and award process. Collaborate with other BSU administrative units to promote effective and efficient enrollment management services. Hold weekly call nights to engage prospective and admitted students. Facilitate contact between prospective students and faculty/staff/current students/alumni. Make daily personal contact with prospective students and parents through telephone, email, and mail, and report each contact in the CRM software.
- Cultivate the applicant pool to result in BSU becoming the applicant's institution of choice whenever possible. Respond to applicant inquiries and track applicant progress via BANNER and the CRM software. Determine admissions decisions dependent on Eligibility. Review and process transcripts while maintaining a high level of confidentiality. Process ACT/SAT scores for file enrichment. Process provisional, special, and transient applications, make admissions decisions, and move students to the registration stage for classes. Works with the Director of Admissions to learn best practices and results of the university admissions profession using NACAC principles as fundamental in support of best practices, optimal results, and ethical decision-making. Coordinating with other Office of Admissions Staff, maintaining applicant records in BANNER and the CRM software in a timely and accurate manner, as well as the other data/tracking systems as directed and appropriate. Adhere to BSU, Conference, and NCAA policies and procedures.
- Support the Office of Admissions staff in developing the communication plan and process for first-year, transfer, and other students. This will include messages that should be included in the communication pieces. Purchase items needed for the admissions office, including office items. Will be responsible for following the university and state guidelines for P-Card approval and payment procedures, including reconciliation of P-Card statements within the state guidelines. Support hospitality needs, including the ordering, preparation, and arrangements of our university-hosted events. Perform other duties as assigned, and must be able to meet the travel and extended hour requirements of the position.

MINIMUM REQUIRED QUALIFICATIONS: A Bachelor's Degree from an accredited institution is required. Leadership, supervision, and interpersonal skills related to people in general, and particularly college students. Preference will be given to applications with prior enrollment services experience and to those applications that possess a working knowledge of enrollment management and student development.

PREFERRED QUALIFICATIONS: Master's Degree in Higher Education, Education, Counseling, or a related field preferred.

THE UNIVERSITY: The mission of Bluefield State University is to provide students with an affordable, accessible opportunity for public higher education. A historically black institution,

Bluefield State University prepares students for diverse professions, graduate study, informed citizenship, community involvement, and public service in an ever-changing global society. **BSU welcomes all qualified candidates to apply.** More information about the University 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 BSU 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. **Also, Bluefield State University does not provide H1B visa or employment sponsorship**

DATE POSTED: October 30, 2025

CLOSING DATE: For full consideration, applications must be received by 4:00 pm EST, November 14, 2025. Applications will be accepted until the position is filled; however, applications received after the deadline may not receive full consideration.

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