



Job Vacancy Announcement

Admissions Applications Software Specialist

POSITION TITLE: Admissions Applications Software Specialist

JVA#: 2026-42

DEPARTMENT: Office of Admissions

POSITION SUMMARY: Reporting to the Director of Admissions, the **Admissions Applications Software Specialist** is responsible for the technical configuration, maintenance, and oversight of the Customer Relationship Management (CRM) application and environment, currently CRM Recruit. The Admissions Applications Software Specialist shall support all aspects of admission operations and student recruitment at Bluefield State University, including identifying, recruiting, selecting, and enrolling students who meet university enrollment qualifications.

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. The position is dependent upon available funding.

CORE RESPONSIBILITIES:

Admissions Operations

- Serve as the technical and functional lead within the Admissions Office for CRM RECRUIT and BANNER.
- Optimize the Admissions Office utilization of the CRM software application and environment.
- Work closely with Computer Services staff on system implementation and integration when necessary.
- Manage data integration between CRM RECRUIT and BANNER, including creating and managing source configuration, creating and scheduling document exports for applicants.
- Manage process for semester-based revisions to data on the application.
- Manage and perform data integrity assurance tasks to ensure commonality regularly between all student information systems.
- Responsible for development of queries, forms, configurations and reports used by admission counselors.

- Deliver ongoing training on best practices with the CRM for admissions and other key university departments.
- Act as liaison between undergraduate admissions and various departments on campus who utilize CRM Recruit for their operations.
- Work with the Director of Admissions to provide reports and updates to the Vice President of Student Affairs, President, and Board of Governors.
- Work collaboratively with Computer Services and Institutional Research staff to report accurate data.
- Work with the Director of Admissions in managing the relationships with Office of Admissions vendors.
- Oversee the inquiry pool coding, tracking, and communication flow.
- Assist with the development, implementation, and oversight of activities to include on- and off-campus events, including open houses and campus tours, to encourage prospective first-year and transfer student enrollment, and high school/college counselor awareness of Bluefield State University.

Enrollment Management

- Monitors staff performance to meet or exceed department goals and objectives.
- In collaboration with the Director of Admissions, determines appropriate admission standards to meet enrollment goals, oversees the file review process for first-year and transfer applications, and ensures that goals and recruitment practices are in line with institutional goals.
- Works with the Director of Admissions to implement strategies to increase inquiries, applicants, and enrollment of students using all admission systems including, but not limited to, CRM Recruit and College Board and Common Application.
- Collaborates with the Director of Admissions to develop and implement strategies to recruit students to targeted first-year programs and other onboarding programs with Academic Affairs and Student Affairs.
- Participates in professional opportunities to ensure awareness of the latest and best practices for college admissions and recruitment, including research activities that assist in understanding student trends, needs, and interests.

Outreach and Communications

- Develops proficiency and provides staff training in the use of the Customer Relations Management software (CRM) to aid in outreach to all prospective students.
- Aids the Director of Admissions with the management of all application data, including data entry, tracking, and reporting.
- Assists the Director of Admissions with the creation of communication plans for all funnel populations including inquiries, prospects, and applicants.
- Maintains a communication calendar that includes all stages of the admission cycle from prospect status through enrollment.

File Review

- Evaluates first-year and transfer applications from established territories and all readmit applicants in an accurate and timely fashion, reviews academic credentials, and renders admissions decisions as mandated by the University's admissions standards.
- Responsible for follow-up and advising of students through the admission process.
- Utilizes student records system/admissions tracking to maintain application data in an accurate manner.
- Responsible for updating student information with admissions decisions and statistical characteristics.

Recruitment

- Represents the University at various recruitment events such as high school visits, college fairs, and community college visits as needed.
- Meets with prospective students and parents for information sessions.
- Responsible for identifying opportunities to develop relationships with high school and college counselors to enhance and open opportunities for first-year and transfer students.
- Responsible for daily follow-up, communication, and advising of students throughout the application process.
- Perform other duties as assigned.

MINIMUM REQUIRED QUALIFICATIONS: Bachelor's Degree from an accredited institution required. At least one (1) year of experience working in a higher education admissions/recruitment department. Familiarity with higher education information systems and/or customer relationship management (CRM) software (i.e., CRM Recruit, Banner).

PREFERRED QUALIFICATIONS: Master's Degree in Higher Education, Student Personnel, Education, Counseling, or a related field preferred. At least two (2) years of experience working in a higher education admissions/recruitment department, experience with campus visits, and supervising student workers.

THE UNIVERSITY: The mission of Bluefield State University is to provide students with an affordable, accessible opportunity for public higher education. An 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 and specifically the Division of Student Affairs is available at:
<https://bluefieldstate.edu/?s=Student+Affairs>.

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:

CLOSING DATE: For full consideration, applications must be received by 4:00 pm EST, Monday, August 31, 2026. 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.