
Auburn University Job Description

Job Title:	Admstr, Student Recruiting	Job Family:	No Family
Job Code:	AA43	Grade 34:	\$45,100 - \$75,100
FLSA status:	Exempt		

Job Summary

Oversees all aspects of the development and implementation of the recruitment of students to the degree programs within the college to reach and sustain the admissions goals of the college.

Essential Functions

1. Manages and tracks all under graduate and graduate recruiting activities within the college, and works with Auburn University's recruiting staff to provide awareness and support materials for all programs within the college.
2. Creates and implements a plan to reach targeted admissions goals; advises and updates Dean and college leadership about recruitment.
3. Develops a communication plan in conjunction with college and school leadership, college communications, college student services and the university admissions group. Researches, develops and designs program, school and college recruiting materials, including video in conjunction with college communications and leadership.
4. Responsible for benchmarking, developing and updating best practices for college recruitment at the undergraduate and graduate level. Develops and plans strategies and programs to increase targeted applicant pools and tracks the effectiveness of these programs at the undergraduate level and assists program chairs and associate dean for graduate studies in coordinating and planning recruiting at the graduate level.
5. Responsible for developing, managing and overseeing the college recruitment budget.
6. Responsible for administering all college-level and freshman scholarships.
7. Serves as advisor and provides training for all college ambassadors. Oversees the ambassador program budget.
8. Plans and visits campuses, high schools, student organizations, high school advisors, and on and off campus recruiting events. Coordinates and tracks all college, school and program tours, meets with prospective students and their families and manages daily information sessions.
9. Serves as the initial point of contact for all undergraduate and graduate program. Maintains records and tracks the effectiveness of all recruiting at the undergraduate and graduate level. Ensures that all prospective graduate student information is passed on to the appropriate program chair and tracks subsequent contact and recruitment.
10. Plans oversees, and tracks all college recruiting events within the United States, works with the associate deans and college leadership on all international recruiting efforts.

Supervisory Responsibility

May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

Auburn University Job Description

Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Psychology Marketing, Communications, related field or in a discipline appropriate to school/college where position exists
Experience (yrs.)	3	Experience in student recruitment or academic advising in a higher education environment

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Knowledge of developing recruiting policies and procedures, marketing and promotional practices.

Certification or Licensure Requirements

None Required

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires standing, walking, sitting, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Job occasionally requires reaching, climbing or balancing.

Vision requirements: Ability to see information in print and/or electronically.

Date: 11/4/2015
