
Auburn University Job Description

Job Title: **Dir, Student Recruit&Marketing**

Job Family: No Family

Job Code: **AD10**

Grade 36: \$58,500 - \$97,600

FLSA status: Exempt

Job Summary

Directs the development and administration of comprehensive admissions recruiting and marketing programs and activities.

Essential Functions

1. Recommends and implements policies and procedures to market AU and recruit students.
2. Directs, plans, implements, and assesses effectiveness of admissions recruiting and marketing programs and activities.
3. Plans and administers departmental budget.
4. Develops, implements, and monitors short and long-range plans for admissions recruiting and marketing programs and activities.
5. Gathers and reports data concerning admissions recruiting and marketing to include overseeing and coordinating the use of the student recruitment database system.

Supervisory Responsibility

Supervises others with full supervisory responsibility.

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.

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Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
Education	Four-year college degree	Degree in Education, Management, Communications, Counseling, Public/Business Administration or related field
Experience (yrs.)	6	Experience in marketing and public relations areas such as recruiting, advising, and/or counseling

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

Minimum Required Knowledge

Knowledge of various marketing concepts and principles and student recruiting techniques and strategies.

Certification or Licensure Requirements

None Required.

Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

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.

Job occasionally requires reaching, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 10 pounds.

Vision requirements: Ability to see information in print and/or electronically, ability to distinguish colors.

Date: 12/15/2011
