
Auburn University Job Description

Job Title:	Dir, Student Recruiting &Mktg	Job Family:	No Family
Job Code:	AD10	Grade 36:	\$59,700 - \$99,600
FLSA status:	Exempt		

Job Summary

The Director of Student Recruiting and Marketing for Graduate Business Programs in the Harbert College of Business serves as a member of the graduate programs leadership team and will manage the recruiting and marketing team. The Director will be responsible for all aspects of the recruiting and marketing portion of the admissions funnel for MBA, MS and other Masters, and Graduate Certificate programs in the Harbert College.

Essential Functions

1. Develops and implements a recruiting and marketing strategy and associated campaigns and efforts to meet recruitment goals across varied programs.
2. Manages the recruiting and marketing budget.
3. Negotiates and manages contracts with vendors to design, develop and distribute print, digital, social media, and other marketing collateral.
4. Plans and executes on- and off-campus recruiting events and visits (participation in direct recruiting efforts and associated travel is expected). Manages effective responses to prospective student inquiries and visits with a customer-focused orientation; helps advise and direct students to the program(s) that best fit their needs.
5. Monitors and ensures website accuracy and support of recruiting efforts.
6. Liaises with Auburn University's Graduate School on admissions policies and procedures as well as applicant processes and completion.
7. Develops full implementation of our CRM (currently Salesforce) and associated Pardot communications in the recruiting process.
8. Oversees the application process and facilitates application completion and evaluation relative to program admissions requirements. Works with program leaders to hand-off applicants for interviews and admissions decisions; manages interview scheduling and logistics.
9. Oversees the process of generating and sending acceptance/rejection communications to applicants, confirming decisions in Apply Yourself (AY) and Salesforce, and collecting necessary documents from accepted applicants.
10. Creates and shares quarterly recruiting, marketing, and admissions reports .
11. Tracks and uses metrics to evaluate recruiting and marketing efforts to revise as needed.
12. Works collaboratively in a team-oriented culture that values offering concierge service, high customer support, and employee engagement and empowerment.

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	Required Bachelor's degree in Education, Management, Communications, Counseling, Public/Business Administration or related field. Preferred Master's degree in higher education, business, marketing, or related field.
Experience (yrs.)	6	Required: Experience and involvement in developing and implementing recruiting and marketing strategies, managing contracts with vendors, and planning/executing recruiting events. Must include 1 year of supervisory experience in a professional setting (not to include student worker supervision). Preferred: experience in a corporate or 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 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: 8/2/2019
