Auburn University Job Description

Job Title: Asst Dir, Enroll Srv Mkt & Com
Job Code: AD28
FLSA status: Exempt

Job Summary
Assists in the direction and oversight of the recruitment and communication efforts of the Office of Enrollment Services.

Essential Functions
1. Oversees telecounseling, fulfillment, communications, and marketing efforts in Enrollment Services.
2. Coordinates the development, implementation, and maintenance of recruiting communications tools and materials.
3. Develops and implements communications plans to support recruitment efforts through telecounseling, fulfillment, and other medias.
4. Evaluates communication efforts in the recruitment process and implements necessary changes to improve effectiveness.
5. May develop and manage a unit budget as well as assist with preparation of contract or grant proposals.

Supervisory Responsibility
Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

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

<table>
<thead>
<tr>
<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degree in Education, Communications, Counseling, Public/Business Administration or related field</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Experience (yrs.)</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience in public relations, student recruiting, marketing and communications services with progressively increasing levels of responsibility and accountability. Must have at least 2 years experience directly supervising full-time employees.</td>
<td></td>
</tr>
</tbody>
</table>

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 recruiting policies and procedures, communications, 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 sitting, talking, hearing, .

Job occasionally requires standing, walking, reaching, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 25 pounds.

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

Date: 3/28/2017