
Auburn University Job Description

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

Job Family: No Family
Grade 34: \$44,300 - \$73,700

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.

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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, Communications, Counseling, Public/Business Administration or related field |
| Experience (yrs.) | 5 | Experience in public relations, student recruiting, marketing and communications services |

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 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: 11/7/2011
