Auburn University Job Description

Job Title: Asst Dir, Enroll Srvs Ops
Job Code: AD28
FLSA status: Exempt

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

Essential Functions
1. Directs and oversees the coordination of all undergraduate administrative functions, communications, and marketing related to telecounseling, fulfillment, communications, and marketing efforts.
2. Oversees and maintains the student module and CRM to include, but not limited to, serving as local administrator, overseeing system testing and implementation, and researching and implementing best practices.
3. Oversees the development, implementation and evaluation of communication plans, recruitment and admissions material and tools which support undergraduate recruitment efforts. Analyzes and implements changes to improve effectiveness.
4. Coordinates efforts and communications between department, Office of Information Technology, and software vendors meeting the needs of internal and external constituents through effective system process and report design.
5. Assists the director in development and management of the unit budget.
6. Serves as a liaison to departments and users regarding training/support, process documentation, and other data requests.
7. Advises on operational matters including but not limited to, processes, deadlines, assignments, logistics, and other administrative matters.

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

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<thead>
<tr>
<th>Education</th>
<th>Minimum</th>
<th>Focus of Education/Experience</th>
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<tbody>
<tr>
<td>Education</td>
<td>Four-year college degree</td>
<td>Degree in Education, Communications, Counseling, Public/Business Administration or related field</td>
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<tr>
<td>Experience (yrs.)</td>
<td>5</td>
<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</td>
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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 and communication theories, concepts, and techniques; recruiting techniques; financial and budget principles; communication techniques; higher education admissions and enrollment processes.

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: 12/6/2017