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## Auburn University Job Description

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|--------------|------------------------------|-------------|---------------------|
| Job Title:   | <b>Mgr, Prospective Comm</b> | Job Family: | No Family           |
| Job Code:    | <b>AD46</b>                  | Grade 34:   | \$45,100 - \$75,100 |
| FLSA status: | Exempt                       |             |                     |

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### Job Summary

Reporting to the Associate Director of Operations and Processing, oversees the daily operations of all Enrollment Communication staff in order to enhance relationships with on-and off-campus constituents.

### Essential Functions

1. Oversees and maintains the Customer relationship management (CRM) system to include, but not limited to, serving as local administrator, overseeing system testing and implementation, and researching and implementing best practices.
2. Oversees the daily operations of all Enrollment Communication staff to include general questions and answers, communication of important information and updates, leave approval, and onboarding and training.
3. Assists the Associate Director of Operations and Processing with the implementation of communication strategies, goals, planning, and enhanced relationships with on-and off-campus constituents.
4. Oversees the development, implementation, and evaluation of communication plans. Analyzes and implements changes to improve effectiveness.
5. Manages Enrollment Management's and Undergraduate Admission's websites to maintain accurate and up-to-date information.
6. Directs and oversees the coordination of all undergraduate administrative functions, communications, and marketing related to telecounseling, fulfillment, communications, and marketing efforts.
7. Advises, collaborates, and consults with schools/colleges regarding communications, public relations, and marketing issues and directives.
8. Manages assigned staff and leads recruitment of positions including reviewing resumes, participating in interviews, and conducting performance review evaluations.
9. Serves as a liaison to departments, users, and vendors regarding training/support, process documentation, outsourcing mailings, recruitment material, and other data requests of prospective students.
10. Performs other related duties as assigned by supervisor.

### 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>  |
|--------------------------|--------------------------|---|
| <b>Education</b>         | Four-year college degree | Degree in Business, Marketing, Journalism, Communications, Public Relations, Education, Counseling, Psychology, or related field.   |
| <b>Experience (yrs.)</b> | 5                        | Experience coordinating administrative support services. Prefer 2 years of experience directly supervising full-time employees.. Experience executing communication plans. Preferred experience in higher education academic setting to include admissions, communications and/or student services. |

#### 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 current industry IT software as it relates to communications and marketing, operations and management, admissions, recruitment, communications and marketing principles, Auburn University policies and procedures, and industry policies and procedures.

#### Certification or Licensure Requirements

None required.

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### 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.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires standing, walking, sitting, talking, hearing, handling objects with hands, .

Job occasionally requires reaching, climbing or balancing, stooping/kneeling/crouching/crawling, and lifting up to 50 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 2/25/2020

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