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## Auburn University Job Description

Job Title: **Asst VP, Enrollment Mgmt & Exec Dir, Undergraduate Admission** Job Family: No Family  
Job Code: **AD21** Grade : SR16 \$107,200 - \$203,700  
FLSA status: Exempt

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### Job Summary

Reporting to the Vice President for Enrollment Management, Assistant Vice President, Enrollment Management is responsible for Undergraduate Admissions including freshmen and transfer, enrollment operations and processing, recruitment travel, campus visits, recruitment programming, and events. This position will serve as a member of the Enrollment Management Council for Auburn University and will assist in managing and executing enrollment marketing efforts including external search campaigns and new marketing collateral. Manages relationships with current and new vendors to support a comprehensive enrollment marketing strategy.

### Essential Functions

1. Provides visionary leadership to the Office of Undergraduate Admissions by developing, executing, and assessing a strategic enrollment and recruitment plan, including but not limited, to the development and execution of qualified lead generation strategies, a robust communication plan, and a multi-channel communication strategy, the commitment to the recruitment of diverse student populations, assessment of enrollment funnel yield activities, exceptional and comprehensive visit experience programs, maintaining market share and development of new markets, and collaboration with other departments such as colleges and schools, Auburn Alumni Association, University Outreach to advance recruitment efforts.
  2. Develops and manages a comprehensive recruitment plan and strategy that is designed to meet annual recruitment goals while collaborating with the Vice President for Enrollment and key stakeholders. Serves as a member of the Enrollment Management Council and develops annual comprehensive recruitment strategies for Auburn's undergraduate markets, working collaboratively with both administrative and academic departments as well as leadership to ensure optimal enrollment while maintaining Auburn's strong academic profile.
  3. Directs the operations of the Office of Undergraduate Admissions including new student recruitment, freshmen and transfer admissions, the visitation experience, the recruitment customer relationship management (CRM) Slate, enrollment processing, and the strategic enrollment communications. Recruits, selects, hires, trains, develops, and provides leadership and direction to the undergraduate admissions team necessary to implement department enrollment goals of recruiting and enrolling new freshmen and transfer students.
  4. Assist in managing and executing enrollment marketing efforts including external search campaigns and new marketing collateral. Manages relationships with current and new vendors to support a comprehensive enrollment marketing strategy.
  5. Serves as a primary liaison for the Office of Undergraduate Admissions to Associate Deans within academic colleges and departments. Fosters collaborative, consultative, and meaningful partnerships between the Office of Admissions and other constituents to ensure deadlines are met and understand scholarships and application processes to assist in their goals.
  6. Provides budget development, management, and monitoring for the Office of Undergraduate Admissions.
  7. Represents the Office of Undergraduate Admissions and the Division of Enrollment Management on University committees, task forces, and special assignments. Serves as a designee for the Vice President for Enrollment Management, as requested. Extensive knowledge of admission
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best practices including NACAC.

8. Performs other duties as assigned

### **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>   |
|--------------------------|-----------------|--|
| <b>Education</b>         | Master's Degree | Degree in Higher Education Administration, Educational Administration, Communications or related field.  |
| <b>Experience (yrs.)</b> | 10              | Experience in student recruiting, and/or enrollment management services reflecting progressively increasing levels of responsibility and accountability. Must include at least five years of experience in undergraduate admissions management which must include supervision of full-time employees, budget, and policies and procedures in a 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 state and federal laws and policies as related to residency requirement and records retention to include Family Educational Rights and Privacy Act (FERPA).

Knowledge of Office of Undergraduate Admissions' procedures and departmental guidelines and the ability to accurately and timely process enrollment applications and processes.

Knowledge of regulatory standards for enrollment.

Knowledge in developing and implementing procedures and policies that meet state and federal enrollment standards and regulations.

#### **Certification or Licensure Requirements**

None Required.

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### Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing, .

Job occasionally requires standing, walking, .

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

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Date: 11/10/2022

