
Auburn University Job Description

Job Title: **Coord, Enrollment Engagement**

Job Family: No Family

Job Code: **AD67**

Grade SR09: \$45,100 - \$72,000

FLSA status: Exempt

Job Summary

The Coordinator of Enrollment Engagement is responsible for supporting the Office of Undergraduate Admission's efforts to recruit and enroll diverse and well-qualified students. This position connects to prospective students to guide them through the entire enrollment process at Auburn University. Collaborates with the VIT Program Coordinator and Admission Advisors to provide highly personalized engagement and yield efforts to streamline the onboarding process for students and their families from underrepresented populations and communities.

Essential Functions

1. Serves as the point of contact for prospective students and families during each stage of the college search and enrollment process through a welcoming and inclusive recruitment experience.
2. Collaborates with campus stakeholders to advise students and parents over the phone, online, or in-person through highly personalized interactions that provide information about Auburn's admissions process, scholarship opportunities, academic programs, and educational and extra-curricular opportunities.
3. Attends recruitment events as part of the Undergraduate Admissions staff including on- and off-campus recruitment events, Experience Auburn and VIT visits and college and campus partner programming. Provides information sessions for visiting prospective students groups on-campus.
4. Assists with streamlining the admission, enrollment, and Financial Aid processes, and looks for opportunities to leverage financial aid and create affordable paths for students.
5. Serves as the direct contact and develops an outreach and communication plan for community-based organizations.
6. Participates in the admissions process of students to include, but not limited to, reviewing applications, and recommending students for admission.
7. Trains and develops a program staff including Admission Advisors and graduate assistants.
8. Develops an outreach and communication plan for community-based organizations and train advisors on the program.
9. Performs other duties as assigned by the 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>
Education	Four-year college degree	Degree in Marketing, Education, Hospitality Management, Business or related.
Experience (yrs.)	5	Experience in public relations, marketing, recruiting, advising, and/or counseling.

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 fundamental concepts, practices, and procedures in advising, recruiting, and/or counseling.

Knowledge of admission requirements, documentation requirements, and academic program.

Knowledge of recruitment practices, admission processes, and scholarship 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 standing, walking, sitting, talking, hearing, and lifting up to 25 pounds.

Job occasionally requires reaching, climbing or balancing, handling objects with hands, .

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

Date: 11/10/2022
