AUBURN
Human Resources

Dir, Undergraduate Recruitment

Job Description

JOB INFORMATION

Job Code	AA17
Job Description Title	Dir, Undergraduate Recruitment
Pay Grade	SR13
Range Minimum	$76,920
33rd %	$97,430
Range Midpoint	$107,690
67th %	$117,950
Range Maximum	$138,460
Exemption Status	Exempt
Approved Date:	12/9/2024 5:25:19 PM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Director of Undergraduate Recruitment will oversee and direct all recruitment efforts for in-state first-year, out-of-state first-year, transfer, and small-town and rural students. Reporting directly to the Assistant Vice President, Enrollment Management and Executive Director of Undergraduate Admissions, the Director will be responsible for developing and executing comprehensive recruitment strategies that align with the university's enrollment goals. The Director will lead a team of recruitment professionals and work collaboratively across campus departments and external organizations to ensure a diverse and talented student body.

RESPONSIBILITIES

- Develops and implements targeted strategies to recruit high-achieving in-state first-year students, leveraging data analytics and regional partnerships by collaborating with high schools, community organizations, and state education leaders to promote the university’s programs and opportunities for in-state students.
- Creates and manages strategic recruitment plans to attract out-of-state students, with a focus on expanding the university’s reach in key national markets by building relationships with out-of-state high schools and educational consultants to raise awareness of the university and its offerings.
- Oversees recruitment initiatives aimed at attracting transfer students from community colleges and other institutions, emphasizing seamless pathways to degree completion. This includes developing articulation agreements with key partner institutions and working with academic departments to facilitate transfer credit evaluations and degree mapping.
- Implements recruitment strategies specifically designed to engage students from small towns and rural areas, addressing the unique challenges these students face by partnering with rural education organizations, high schools, and community leaders to create outreach programs and events that promote access to higher education.
- Utilizes CRM tools and analytics to track recruitment trends, evaluate the effectiveness of strategies, provide regular reports on recruitment activities and outcome to senior leadership, and adjust plans as needed to meet enrollment goals, offering insights and recommendations for continuous improvement.
- Leads a team of recruitment professionals, providing mentorship, guidance, and support to ensure high levels of performance and engagement by fostering a collaborative environment focused on achieving strategic recruitment goals while promoting professional development opportunities for staff.
- Works closely with academic colleges and departments, financial aid, and student services to ensure recruitment strategies align with university-wide priorities and support prospective students throughout the admissions process. Builds and maintains strong relationships with external stakeholders, including high school counselors, community organizations, and educational partners.
- Assists with the planning and execution of recruitment events, including campus tours, open houses, virtual information sessions, and specialized visit programs for targeted student populations. Works with university departments to ensure a coordinated and impactful approach to student engagement during these events.

RESPONSIBILITIES

- Assists with development of budget for area(s) of responsibility, monitoring the departmental operating budget(s) to ensure spending aligns with division and departmental strategies.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

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.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	in Education, Communications, Management, Counseling, or related field	and	7 years of	experience in higher education, undergraduate admissions, student recruiting, enrollment management, CRM systems, with progressive leadership responsibilities. A minimum of 2 years of experience in the direct supervisor of full-time professional staff.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Comprehensive knowledge of undergraduate recruitment processes, with experience in recruiting for in-state, out-of-state, transfer, and rural student populations.	
Understanding of national and regional enrollment trends, particularly as they relate to underserved and underrepresented communities.	
Familiarity with CRM systems, data management, and reporting tools to assess recruitment metrics and inform strategy development.	
Strong leadership and team management skills, with a proven ability to motivate and develop staff members.	
Excellent communication and presentation skills, capable of effectively engaging with prospective students, families, and internal stakeholders.	
Strong organizational skills, with the ability to manage multiple projects, prioritize tasks, and meet deadlines in a fast-paced environment.	
Experience working with diverse populations and a commitment to fostering an inclusive environment.	
Strategic thinker with the ability to adapt to changing market conditions and develop innovative recruitment solutions.	
High level of initiative and accountability, with a commitment to achieving enrollment goals and contributing to the institution’s long-term success.	
Ability to travel frequently and work flexible hours, including evenings and weekends.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing				X		
Walking				X		
Sitting				X		
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching			X			
Reaching					X	
Talking				X		
Hearing				X		
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise		X			
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

Vision Requirements:

Requires performing and/or viewing work on a computer screen for the majority of the day. Ability to view and interpret information on a computer screen for long periods of time.

Travel Requirements:

In-State; Domestic