AUBURN
Human Resources

Asst Dir, National Recruitment

Job Description

JOB INFORMATION

Job Code	AA18
Job Description Title	Asst Dir, National Recruitment
Pay Grade	SR10
Range Minimum	$53,620
33rd %	$66,130
Range Midpoint	$72,380
67th %	$78,640
Range Maximum	$91,150
Exemption Status	Exempt
Approved Date:	3/6/2025 9:12:43 AM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Assistant Director of National Recruitment leads Auburn University's recruitment and matriculation efforts on a national scale, focusing on emerging markets and enhancing Auburn's visibility and reputation. This position involves the design and execution of targeted programming, data-driven strategy development, and management of staff and territories. The Assistant Director serves as a key resource for prospective students and families across the country, ensuring a seamless admissions process while building relationships with stakeholders to expand Auburn's reach.

RESPONSIBILITIES

- Direct recruitment initiatives aimed at increasing Auburn’s presence in new and emerging markets across the United States while analyzing and monitoring national enrollment trends to inform recruitment strategies and improve outcomes.
- Manage and supervise a team of admission advisors responsible for recruitment across multiple national territories by providing mentorship, training, and performance evaluations to support the professional growth and development of team members.
- Collaborate with Director of Undergraduate Recruitment to design, plan, and execute programs for prospective students in national markets, including information sessions, admitted student events, and high school visits, ensuring alignment with institutional priorities.
- Travel to assigned recruitment areas to establish and maintain relationships with prospective students, families, and key stakeholders, while overseeing multiple territories to ensure comprehensive coverage, effective recruitment practices, and excellent customer service throughout the admissions process.
- Serve on the admissions committee by reviewing student applications, providing recommendations for admission decisions, and contributing to the evaluation process to support Auburn’s commitment to enrolling students who demonstrate high levels of academic achievement and other indicators of ability.
- Develop and analyze data reports within Slate to support recruitment team in territory management and funnel analysis, while leveraging data to identify trends, optimize recruitment efforts and track progress toward enrollment goals.
- Strategically enhance Auburn University’s visibility and engagement in national markets by expanding the applicant pool and enrolling classes through partnerships with schools, counselors, alumni, and other stakeholders to enhance the university’s reputation and recruitment footprint.

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	No Specific Discipline. Desired: degree in management, psychology, communications, education, or related field.	and	5 years of	experience in higher education, communications, student recruitment, admissions, or related fields. Prefer 2 years of experience directly supervising full-time employees.	Or
Master's Degree	No Specific Discipline. Desired: degree in management, psychology, communications, education, or related field.	and	3 years of	experience in higher education, communications, student recruitment, admissions, or related fields. Prefer 2 years of experience directly supervising full-time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Leadership and supervisory skills to effectively manage and mentor professional staff.	
Strong organizational skills to effectively oversee national recruitment efforts and manage recruitment territories.	
Proficiency in utilizing CRM platforms (e.g., Slate) for data reporting, analysis, and strategy development.	
In-depth knowledge of student recruitment practices, with experience in emerging markets.	
Excellent communication and interpersonal skills to build relationships with students, families, and stakeholders nationwide.	
Ability to develop and implement innovative programming tailored to distinct student populations.	
Analytical skills to assess recruitment strategies and make data-driven decisions to optimize outcomes.	

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			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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:

Ability to see information in print and/or electronically.

Travel Requirements:

Domestic

Additional Special Requirements:

Extensive travel; ability to work some nights and weekends