AUBURN
Human Resources

Liberal Arts Recruitment Manager

Job Description

JOB INFORMATION

Job Code	AB76
Job Description Title	Liberal Arts Recruitment Manager
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:	9/18/2026 10:23:36 AM
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JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

Manages and oversees the College of Liberal Arts high school and transfer student recruitment strategies and activities.

RESPONSIBILITIES

- Manages the recruitment initiatives to achieve undergraduate and graduate admissions goals. Develops and implements comprehensive enrollment plans, monitors recruitment outcomes, and provides data-driven recommendations and regular updates to the Assistant Dean and college leadership on recruitment strategies, progress, and goal attainment.
- Oversees the process for awarding scholarships to prospective students.
- Manages the leadership of the College of Liberal Arts student Ambassador Program. Supervises, trains, and provides professional development for the college-wide student ambassadors.
- Coordinates with the college’s academic units and academic affairs on K-12 outreach programs.
- Plans, develops, coordinates, and executes the College of Liberal Arts recruitment communications strategy, including admitted student communications, visitor communications, counselor outreach, recruitment messaging, digital and print materials, event communications, and recruitment collaterals.
- Leads strategic recruitment outreach and engagement activities, including developing relationships with high schools, community colleges, student organizations, and academic advisors. Manages and coordinates college, school, and program tours, recruitment events, and campus visit experiences while serving as a key representative of the college in interactions with prospective students and their families
- Serves as the college’s lead contact for undergraduate recruitment and enrollment initiatives. Oversees the recruitment data management and reporting processes, monitors recruitment outcomes and key performance metrics, and evaluates the effectiveness of undergraduate recruitment strategies to support enrollment goals and inform decision-making.
- May perform other duties as assigned.

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	May supervise employees but supervision is not the main focus of the job.

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	and	5 years of	experience in student recruitment or academic advising in a higher education environment with progressively increasing levels of responsibility and accountability.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of student recruiting practices, scholarship policies and procedures, budgeting principles, marketing and promotional practices	

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			25 lbs
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.