AUBURN
Human Resources

Dir, Graduate Recruiting

Job Description

JOB INFORMATION

Job Code	AD10
Job Description Title	Dir, Graduate Recruiting
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:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	11/10/2022

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Dir, Graduate Recruiting in the Harbert College of Business serves as a member of the graduate programs leadership team and will manage the recruiting and marketing team. The Director will be responsible for all aspects of the recruiting and marketing portion of the admissions funnel for MBA, MS and other Masters, and Graduate Certificate programs in the Harbert College.

RESPONSIBILITIES

- Develops and implements a recruiting and marketing strategy and associated campaigns and efforts to meet recruitment goals across varied programs.
- Manages the recruiting and marketing budget.
- Negotiates and manages contracts with vendors to design, develop and distribute print, digital, social media, and other marketing collateral.
- Plans and executes on- and off-campus recruiting events and visits (participation in direct recruiting efforts and associated travel is expected). Manages effective responses to prospective student inquiries and visits with a customer-focused orientation; helps advise and direct students to the program(s) that best fit their needs.
- Monitors and ensures website accuracy and support of recruiting efforts.
- Liaises with Auburn University's Graduate School on admissions policies and procedures as well as applicant processes and completion.
- Develops full implementation of our CRM (currently Salesforce) and associated Pardot communications in the recruiting process.
- Oversees the application process and facilitates application completion and evaluation relative to program admissions requirements. Works with program leaders to hand-off applicants for interviews and admissions decisions; manages interview scheduling and logistics.
- Oversees the process of generating and sending acceptance/rejection communications to applicants, confirming decisions in Apply Yourself (AY) and Salesforce, and collecting necessary documents from accepted applicants.
- Creates and shares quarterly recruiting, marketing, and admissions reports.
- Tracks and uses metrics to evaluate recruiting and marketing efforts to revise as needed.
- Works collaboratively in a team-oriented culture that values offering concierge service, high customer support, and employee engagement and empowerment.

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	Supervises others with full supervisory responsibility.

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	Required Bachelor's degree in Education, Management, Communications, Counseling, Public/Business Administration or related field.	and	6 years of	Required: Experience and involvement in developing and implementing recruiting and marketing strategies, managing contracts with vendors, and planning/executing recruiting events.	And
Master's Degree	Preferred Master's degree in higher education, business, marketing, or related field.	and	1 year of	Must include 1 year of supervisory experience in a professional setting (not to include student worker supervision). Preferred: experience in a corporate or higher education environment.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing concepts and principles and student recruiting techniques and strategies.	

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	

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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 and distinguish colors.