AUBURN
Human Resources

Asst Dir, Regional Recruitment

Job Description

JOB INFORMATION

Job Code	AD14
Job Description Title	Asst Dir, Regional 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:	8/4/2025 9:13:53 AM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Assistant Director of Regional Recruitment leads recruitment and matriculation efforts within the southeast region, serving as a critical driver for increasing Auburn University's presence and market share. The individual in this role will design and execute targeted recruitment programming, supervise multiple professional staff, and analyze recruitment data to inform territory management and strategy. This position supports both in-state and regional recruitment efforts, ensuring a consistent and effective pipeline of prospective students.

RESPONSIBILITIES

- Oversees recruitment activities in the southeast region, with a focus on increasing both applications and enrollments from in-state and regional markets while serving as the primary point of contact and lead recruiter for regional stakeholders, including high schools, community organizations, and alumni.
- Collaborates with the Director of Recruitment to design, plan, and execute student-specific programming tailored to the southeast region, ensuring alignment with institutional goals and priorities.
- Manages and supervises a team of admission advisors responsible for recruitment across multiple regional and state-wide territories by providing mentorship, training, and performance evaluations to support the professional growth and development of team members.
- Travels 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.
- Develops and analyzes data reports within Slate to support the recruitment team in territory management and funnel analysis, while leveraging data to identify trends, optimize recruitment efforts, and track progress toward enrollment goals.
- Serves 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.
- Strategically enhances Auburn University’s visibility and engagement in regional markets by focusing on diversifying the applicant pool and enrolling students from the Southeast. Build and foster 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 business management, public relations, marketing, psychology, communications, education, or any 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 education, communications, counseling, 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

Strong leadership and supervisory skills to effectively manage and mentor professional staff.	
Expertise in student recruitment strategies and territory management, particularly in regional markets.	
Proficiency in utilizing CRM platforms (e.g., Slate) for data reporting, analysis, and strategy development.	
Excellent communication and interpersonal skills to build relationships with students, families, and stakeholders.	
Ability to develop and implement effective recruitment programs tailored to specific student populations.	
Strong organizational and analytical skills to manage multiple priorities and evaluate recruitment outcomes.	
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.; Ability to see information in print and/or electronically, should have depth perception and the ability to distinguish colors.

Travel Requirements:

In-State; Domestic

Additional Special Requirements:

Must be able to travel in state and regionally. Must be able to work some nights and weekends.