AUBURN
Human Resources

Asst VP, Enrollment Management

Job Description

JOB INFORMATION

Job Code	AD21
Job Description Title	Asst VP, Enrollment Management
Pay Grade	SR16
Range Minimum	$117,870
33rd %	$153,230
Range Midpoint	$170,910
67th %	$188,590
Range Maximum	$223,950
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

Reporting to the Vice President for Enrollment Management, Assistant Vice President, Enrollment Management is responsible for Undergraduate Admissions including freshmen and transfer, enrollment operations and processing, recruitment travel, campus visits, recruitment programming, and events. This position will serve as a member of the Enrollment Management Council for Auburn University and will assist in managing and executing enrollment marketing efforts including external search campaigns and new marketing collateral. Manages relationships with current and new vendors to support a comprehensive enrollment marketing strategy.

RESPONSIBILITIES

- Provides visionary leadership to the Office of Undergraduate Admissions by developing, executing, and assessing a strategic enrollment and recruitment plan, including but not limited, to the development and execution of qualified lead generation strategies, a robust communication plan, and a multi-channel communication strategy, the commitment to the recruitment of diverse student populations, assessment of enrollment funnel yield activities, exceptional and comprehensive visit experience programs, maintaining market share and development of new markets, and collaboration with other departments such as colleges and schools, Auburn Alumni Association, University Outreach to advance recruitment efforts.
- Develops and manages a comprehensive recruitment plan and strategy that is designed to meet annual recruitment goals while collaborating with the Vice President for Enrollment and key stakeholders. Serves as a member of the Enrollment Management Council and develops annual comprehensive recruitment strategies for Auburn's undergraduate markets, working collaboratively with both administrative and academic departments as well as leadership to ensure optimal enrollment while maintaining Auburn's strong academic profile.
- Directs the operations of the Office of Undergraduate Admissions including new student recruitment, freshmen and transfer admissions, the visitation experience, the recruitment customer relationship management (CRM) Slate, enrollment processing, and the strategic enrollment communications. Recruits, selects, hires, trains, develops, and provides leadership and direction to the undergraduate admissions team necessary to implement department enrollment goals of recruiting and enrolling new freshmen and transfer students.
- Assist in managing and executing enrollment marketing efforts including external search campaigns and new marketing collateral. Manages relationships with current and new vendors to support a comprehensive enrollment marketing strategy.
- Serves as a primary liaison for the Office of Undergraduate Admissions to Associate Deans within academic colleges and departments. Fosters collaborative, consultative, and meaningful partnerships between the Office of Admissions and other constituents to ensure deadlines are met and understand scholarships and application processes to assist in their goals.

RESPONSIBILITIES

- Provides budget development, management, and monitoring for the Office of Undergraduate Admissions.
- Represents the Office of Undergraduate Admissions and the Division of Enrollment Management on University committees, task forces, and special assignments. Serves as a designee for the Vice President for Enrollment Management, as requested. Extensive knowledge of admission best practices including NACAC.

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	
Master's Degree	Degree in Higher Education Administration, Educational Administration, Communications or related field.	and	10 years of	Experience in student recruiting, and/or enrollment management services reflecting progressively increasing levels of responsibility and accountability. Must include at least five years of experience in undergraduate admissions management which must include supervision of full-time employees, budget, and policies and procedures in a higher education environment.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of state and federal laws and policies as related to residency requirement and records retention to include Family Educational Rights and Privacy Act (FERPA).	
Knowledge of Office of Undergraduate Admissions' procedures and departmental guidelines and the ability to accurately and timely process enrollment applications and processes.	
Knowledge of regulatory standards for enrollment.	
Knowledge in developing and implementing procedures and policies that meet state and federal enrollment standards and regulations.	

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:

Ability to see information in print and/or electronically.