AUBURN
Human Resources

Asst Dir, Personalized Visits

Job Description

JOB INFORMATION

Job Code	AD23
Job Description Title	Asst Dir, Personalized Visits
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:	4/29/2025 1:53:20 PM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Assistant Director of Personalized Visits leads Undergraduate Admissions' personalized visit programming, focusing on delivering exceptional, tailored campus visit experiences to high-achieving students, students from underserved backgrounds, and executive-referred students. This position involves program development, team management, data-driven outreach, collaboration with campus partners, and direct recruitment responsibilities, including serving on the admissions committee. The role is instrumental in fostering relationships with prospective students and their families, supporting Auburn's enrollment goals through meaningful and impactful campus engagement.

RESPONSIBILITIES

- Oversees the daily administration of the personalized visits program. Develops programming for all aspects, including budgeting, communications, scheduling, registration, department visits, meals, housing tours, and other on-campus experiences. The Personalized Visits program includes the VIT (Very Important Tiger) Program for valedictorians, salutatorians, and top 10% students; the Premiere Visit Program for executive-level referred students; and the Experience Auburn Program, which focuses on students from historically underserved backgrounds.
- Leads a team of professional staff and student employees, providing mentorship, training, and performance evaluations to support the personalized visit programs and ensure program excellence and staff development.
- Utilizes data from surveys, benchmarking, and best practice updates to continuously improve the personalized campus visit experience. Develop and utilize CRM (Slate) data reports to increase visits from targeted applicant pools. Employ data-driven strategies to enhance outreach and engagement efforts, specifically targeting highly talented students.
- Manages one or more recruitment territories by traveling to assigned areas to build relationships with prospective students, families, and key stakeholders, while assisting students with the admissions process to ensure a seamless and supportive experience.
- 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.
- Identifies, builds and maintains relationships with key campus partners to create exceptional visit experiences for prospective students and their families. Manages the Office of the President’s Concierge Office.

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	degree with no specific discipline.	and	5 years of	experience in undergraduate admissions, student recruiting, and/or program coordination.	Or
Master's Degree	degree with no specific discipline.	and	3 years of	experience in undergraduate admissions, student recruiting, and/or program coordination.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Strong leadership and organizational skills to oversee multiple visit programs and manage professional and student staff. (At least 2 years supervisory experience)	
Proficiency in utilizing CRM platforms (e.g., Slate) for data analysis, reporting, and strategic outreach.	
Excellent interpersonal and communication skills to foster collaboration with campus partners and engage with prospective students and families.	
Demonstrated ability to design and deliver high-impact, personalized visit experiences tailored to diverse student populations.	
Analytical skills to evaluate program effectiveness and align strategies with enrollment goals.	
Knowledge of recruiting policies and procedures, with a comprehensive understanding of the holistic admissions evaluation process for first-year, transfer, international, and non-traditional applicants.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

REQUIRED PRE-EMPLOYMENT/ONGOING SCREENINGS

Motor Vehicle Record (MVR)

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing				X		
Walking				X		
Sitting				X		

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Lifting			X			50 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:

No special vision requirements.

Travel Requirements:

In-State; Domestic