AUBURN
Human Resources

Dir, Admissions, Operations & Processing

Job Description

JOB INFORMATION

Job Code	AD28
Job Description Title	Dir, Admissions, Operations & Processing
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:	12/10/2024 9:22:45 AM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Director of Admissions, Operations, and Processing reporting directly to the Assistant Vice President for Enrollment and Executive Director of Admissions. This role is responsible for overseeing the full spectrum of admissions operations, including the application evaluation process, campus visits and events, personalized visit programs, student engagement, application processing, and implementing communication strategies. The Director will provide strategic leadership to ensure that admissions operations align with the institution's broader goals of attracting and enrolling a diverse and academically talented student body.

RESPONSIBILITIES

- Oversees the holistic application evaluation process, ensuring consistency, fairness, and alignment with institutional priorities by utilizing data analytics and related technology to refine and improve the evaluation strategy and outcomes.
- Supervises a team of admissions professionals, providing mentorship and fostering a collaborative, performance-driven culture, using professional development initiatives to enhance staff capabilities and ensure high levels of performance and engagement.
- Leads the planning and execution of large-scale on-campus recruitment events, such as open houses and admitted student days. Ensures that all campus visits, including personalized visits, are impactful, tailored to the needs of prospective students, and align with the university’s strategic goals.
- Directs the daily operations of application processing, ensuring accuracy, timeliness, and efficiency in handling admissions data. Collaborates with the communications team to implement comprehensive communication strategies, including email campaigns, digital outreach, and personalized messaging.
- Oversees student engagement strategies, ensuring meaningful interactions with prospective students and their families during the recruitment process through the development and expansion of personalized visit programming, with a focus on high-achieving and underrepresented students.
- Collaborates with senior leadership and other university departments to ensure alignment of admissions operations with institutional goals, including development of the departmental operational budget and management of spending to ensure alignment with departmental, division, and institutional priorities.
- Drives continuous improvement in admissions practices through innovative technological solutions and best practices in recruitment and operations.

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 in Education, Communications, Counseling, Public/Business Administration or related field	and	7 years of	experience in admissions operations processing, including data management, CRM systems, and workflow optimization. Must have at least 2 years experience directly supervising full-time employees.	Or

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Familiarity with the end-to-end application lifecycle, from submission to decision, ensuring compliance with university policies and regulations.	
Knowledge of strategic communication principles, especially as they apply to engaging prospective students and other stakeholders, including an understanding of integrated marketing communications, including digital, print, and social media channels.	
Awareness of best practices in fair and equitable application review.	
Ability to use data-driven insights to inform strategic decisions and improve operational efficiency.	
In-depth knowledge of Customer Relationship Management (CRM) systems, particularly in the context of admissions operations.	
Familiarity with emerging technologies that can enhance admissions processing, communication, and evaluation.	
Strong leadership skills, including the ability to mentor and develop staff, foster a collaborative environment, and manage cross-functional teams.	
Knowledge of effective team management practices, including performance evaluation, professional development, and conflict resolution.	
Understanding of the importance of cross-departmental collaboration and the ability to work effectively with other university departments (e.g., financial aid, student services, academic advising).	
Ability to engage and communicate effectively with a wide range of stakeholders, including prospective students, parents, faculty, and university leadership.	
Ability to develop and implement long-term plans that enhance admissions operations and support the university’s mission.	

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 and distinguish colors.