AUBURN
Human Resources

Mgr, Prospective Comm

Job Description

JOB INFORMATION

Job Code	AD46
Job Description Title	Mgr, Prospective Comm
Pay Grade	MC08
Range Minimum	$48,360
33rd %	$58,040
Range Midpoint	$62,870
67th %	$67,710
Range Maximum	$77,380
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:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

Reporting to the Associate Director of Operations and Processing, oversees the daily operations of all Enrollment Communication staff in order to enhance relationships with on-and off-campus constituents.

RESPONSIBILITIES

- Oversees and maintains the Customer relationship management (CRM) system to include, but not limited to, serving as local administrator, overseeing system testing and implementation, and researching and implementing best practices.
- Oversees the daily operations of all Enrollment Communication staff to include general questions and answers, communication of important information and updates, leave approval, and onboarding and training.
- Assists the Associate Director of Operations and Processing with the implementation of communication strategies, goals, planning, and enhanced relationships with on-and off-campus constituents.
- Oversees the development, implementation, and evaluation of communication plans. Analyzes and implements changes to improve effectiveness.
- Manages Enrollment Management's and Undergraduate Admission's websites to maintain accurate and up-to-date information.
- Directs and oversees the coordination of all undergraduate administrative functions, communications, and marketing related to telecounseling, fulfillment, communications, and marketing efforts.
- Advises, collaborates, and consults with schools/colleges regarding communications, public relations, and marketing issues and directives.
- Manages assigned staff and leads recruitment of positions including reviewing resumes, participating in interviews, and conducting performance review evaluations.
- Serves as a liaison to departments, users, and vendors regarding training/support, process documentation, outsourcing mailings, recruitment material, and other data requests of prospective students.

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 Business, Marketing, Journalism, Communications, Public Relations, Education, Counseling, Psychology, or related field.	and	5 years of	Experience coordinating administrative support services. Prefer 2 years of experience directly supervising full-time employees.. Experience executing communication plans. Preferred experience in higher education academic setting to include admissions, communications and/or student services.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of current industry IT software as it relates to communications and marketing, operations and management, admissions, recruitment, communications and marketing principles, Auburn University policies and procedures, and industry policies and procedures.	

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.