AUBURN
Human Resources

Asst Dir, Rural Recruitment

Job Description

JOB INFORMATION

Job Code	AD67
Job Description Title	Asst Dir, Rural 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:	2/18/2025 4:35:52 PM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Assistant Director of Rural Recruitment will spearhead rural recruitment and matriculation initiatives within the Office of Undergraduate Admissions. This individual will develop and implement strategies specifically aimed at attracting and enrolling students from rural areas and small towns, aligning with Auburn's institutional goals for cultivating an Auburn Experience for exceptional students who demonstrate high levels of academic achievement and other indicators of ability. In addition to leading recruitment activities, this role includes managing communications, digital presence, and ongoing recruitment to bolster Auburn's rural and small town applicant pool.

RESPONSIBILITIES

- Lead recruitment efforts targeted at rural students, focusing on increasing both applications and matriculations from these communities while analyzing and reporting on the effectiveness of these activities to continually refine strategies and ensure alignment with institutional objectives.
- Design, plan, and execute rural-specific recruitment programs to foster interest and facilitate the enrollment of students from rural and small-town backgrounds while partnering with the Director of Undergraduate Recruitment as Auburn University’s liaison to the STARS College Network to develop strategic efforts aimed at increasing the enrollment of rural student populations.
- Regularly update the rural student webpage and associated communications to ensure relevance, accuracy, and appeal to the rural student demographic, while developing tailored messaging that addresses the unique concerns and interests of rural students and families to increase Auburn’s presence and visibility in rural areas.
- Foster and maintain relationships with key rural stakeholders, including high schools, community organizations, and educational programs, while developing metrics and assessing recruitment efforts to build a robust annual increase in rural applicants and enrolled students.
- Serve 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.

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	No supervisory responsibilities.

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 education, marketing, communication, counseling, leadership, or related field.	and	5 years of	experience in communications, marketing, higher education, undergraduate admissions and recruiting, or related field.	Or
Master's Degree	No specific discipline. Desired: degree in education, marketing, communication, counseling, leadership, or related field.	and	3 years of	experience in communications, marketing, higher education, undergraduate admissions and recruiting, or related field.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Strong interpersonal and communication skills with the ability to engage and motivate prospective rural students and families.	And
Demonstrated knowledge and experience in outreach tailored to rural student populations.	And
Ability to collaborate with internal and external stakeholders to develop and execute recruitment strategies.	

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	
Lifting		X				
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching		X				
Talking					X	
Hearing					X	
Repetitive Motions			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.

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.