AUBURN
Human Resources

Asst Dir, Campus Visit & Events

Job Description

JOB INFORMATION

Job Code	EH29
Job Description Title	Asst Dir, Campus Visit & Events
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:	5/21/2025 5:19:39 PM

JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

JOB SUMMARY

The Assistant Director, Campus Visit & Events serves as a key manager in the Office of Undergraduate Admissions, overseeing all large-scale recruitment and yield events—both on-campus and off-campus. This position plays a pivotal role in enhancing prospective student engagement by executing exceptional events that reflect Auburn's values, reputation, and academic strengths. The Assistant Director also contributes to application review and territory management, ensuring that outreach and admissions processes remain integrated and strategic.

RESPONSIBILITIES

- Leads planning, coordination, and execution of all large-scale on-campus and off-campus recruitment and yield events (e.g., War Eagle Days, Your Town events, Admitted Student events), ensuring alignment with enrollment goals and a high-quality experience for prospective students and families.
- Provides full supervisory oversight for professional staff including the Campus Events Coordinator and Campus Tour Coordinator, ensuring effective staff development, performance evaluation, and workflow management.
- Assesses event effectiveness through surveys and engagement data, makes strategic recommendations for improvement, and oversees continuous innovation of recruitment programming.
- Manages the budgets associated with recruitment events and ensures compliance with university procurement and financial procedures.
- Manages an assigned recruitment territory, including high school visits, fairs, counselor relations, and community outreach. Represents Auburn at both in-state and out-of-state recruitment events.
- Reviews undergraduate admissions applications for an assigned territory, making admissions decisions and participating in committee-based review and evaluation processes.
- Develops and strengthens relationships with internal and external stakeholders, including academic departments, alumni, school counselors, and community-based organizations, to broaden Auburn’s recruitment reach.
- Leads or contributes to special projects and initiatives related to enrollment, such as communication planning, scholarship coordination, or data reporting.

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 no specific decipline.	and	5 years of	experience in public relations, student recruiting, and/or program/function coordination with progressively increasing levels of responsibility and accountability. Prefer 2 years of experience directly supervising full-time employees.	Or
Master's Degree	degree in no specific discipline.	and	3 years of	experience in public relations, student recruiting, or program coordination with progressively increasing levels of responsibility and accountability. Prefer 2 years of experience directly supervising full-time employees.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Strong understanding of large-scale event planning, assessment, and budget management.	
Ability to communicate effectively across multiple platforms and audiences, including public speaking.	
Skilled in project management, cross-departmental collaboration, and organizational leadership.	
Experience with admissions CRM systems, event software, and student information systems.	
Analytical skills to assess program effectiveness and recommend improvements.	
Ability to travel and work evenings or weekends during peak recruitment seasons.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
DL NUMBER - Driver License, Valid and in State	Any State.	Upon Hire	Required	

REQUIRED PRE-EMPLOYMENT/ONGOING SCREENINGS

Motor Vehicle Record (MVR)

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Office and Administrative Support

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					
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 temperatures			X		
Hazards			X		
Wet and/or humid			X		
Noise			X		
Chemical			X		
Dusts			X		
Poor ventilation			X		

Vision Requirements:

Ability to see information in print and/or electronically.

Travel Requirements:

In-State; Domestic

Additional Special Requirements:

Ability to travel and work evenings or weekends during peak recruitment seasons.