

**JOB INFORMATION**

Job Code	AD14
Job Description Title	Asst Dir, Regional Recruitment
Pay Grade	SR10
Range Minimum	\$51,790
33rd %	\$63,870
Range Midpoint	\$69,910
67th %	\$75,960
Range Maximum	\$88,040
Exemption Status	Exempt
Approved Date:	1/8/2025 2:42:34 PM

**JOB FAMILY AND FUNCTION**

Job Family:	Student Resources
Job Function:	Admissions & Recruitment

**JOB SUMMARY**

The Assistant Director of Regional Recruitment leads recruitment and matriculation efforts within the southeast region, serving as a critical driver for increasing Auburn University's presence and market share. The individual in this role will design and execute targeted recruitment programming, supervise multiple professional staff, and analyze recruitment data to inform territory management and strategy. This position supports both in-state and regional recruitment efforts, ensuring a consistent and effective pipeline of prospective students.

**RESPONSIBILITIES**

- Oversee recruitment activities in the southeast region, with a focus on increasing both applications and enrollments from in-state and regional markets while serving as the primary point of contact and lead recruiter for regional stakeholders, including high schools, community organizations, and alumni.
- Collaborate with the Director of Recruitment to design, plan, and execute student-specific programming tailored to the southeast region, ensuring alignment with institutional goals and priorities.
- Manage and supervise a team of admission advisors responsible for recruitment across multiple regional and state-wide territories by providing mentorship, training, and performance evaluations to support the professional growth and development of team members.
- Travel to assigned recruitment areas to establish and maintain relationships with prospective students, families, and key stakeholders, while overseeing multiple territories to ensure comprehensive coverage, effective recruitment practices, and excellent customer service throughout the admissions process.
- Develop and analyze data reports within Slate to support recruitment team in territory management and funnel analysis, while leveraging data to identify trends, optimize recruitment efforts, and track progress toward enrollment goals.
- 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.
- Strategically enhance Auburn University's visibility and engagement in regional markets by focusing on diversifying the applicant pool and enrolling students from the Southeast. Build and foster partnerships with schools, counselors, alumni, and other stakeholders to enhance the university's reputation and recruitment footprint.

**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.
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## 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 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 management, public relations, marketing, psychology, communications, education, or any related field.	and	5 years of	experience in higher education, communications, student recruitment, admissions, or related fields. Prefer 2 years of experience directly supervising full-time employees.	Or
Master's Degree	degree education, communications, counseling, or related field.	and	3 years of	experience in higher education, communications, student recruitment, admissions, or related fields. Prefer 2 years of experience directly supervising full-time employees.	

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Strong leadership and supervisory skills to effectively manage and mentor professional staff.	
Expertise in student recruitment strategies and territory management, particularly in regional markets.	
Proficiency in utilizing CRM platforms (e.g., Slate) for data reporting, analysis, and strategy development.	
Excellent communication and interpersonal skills to build relationships with students, families, and stakeholders.	
Ability to develop and implement effective recruitment programs tailored to specific student populations.	
Strong organizational and analytical skills to manage multiple priorities and evaluate recruitment outcomes.	
Analytical skills to assess recruitment strategies and make data-driven decisions to optimize outcomes.	

## 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			

## PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.; Ability to see information in print and/or electronically, should have depth perception and the ability to distinguish colors.

### 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.