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## Auburn University Job Description

Job Title:	<b>Asst Dir, Admissions Processing &amp; Communications</b>	Job Family:	No Family
Job Code:	<b>AD76</b>	Grade SR10:	\$48,800 - \$83,000
FLSA status:	Exempt		

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### Job Summary

Reporting to the Associate Director of Operations and Processing, the Assistant Director of Admissions Processing & Communications oversees and supervises the daily operations of prospective student and enrollment communications and admission processing to enhance relationships with on-and off-campus constituent and ensure a timely turnaround of all application types through effective supervision of staff.

### Essential Functions

1. Responsible for the daily operations of prospective student and enrollment communication and admission processing to include monitoring productivity of applications and applicant data, developing reports to audit data, training staff on processes, and continually evaluating and enhancing all processing to ensure a timely and accurate turnaround of all application types to meet the University's recruitment and enrollment goals.
  2. Manages and maintains the Customer relationship management (CRM) system and Banner student module to include, but not limited to, serving as local administrator, overseeing system testing and implementation, and researching and implementing best practices. Assists in the development and maintenance of data and databases. Performs specialized technical duties and coordinates processes.
  3. Manages and supervises the daily operations of both the Enrollment Communications and Admissions Processing staff to include answering general inquiries, communicating important information and updates, onboarding, and training, and performance reviews. Manages the assigned staff and leads recruitment efforts.
  4. Assists the Associate Director of Operations and Processing with the implementation of admission and communication strategies, goals, planning and enhancing relationships with on-and off-campus constituents. Oversees the development, implementation, and evaluation of communications plans. Analyzes and implements changes to improve effectiveness.
  5. Manages the coordination of all undergraduate administrative functions, communications, and marketing efforts related to admission processes, admission applications, admissions decisions, enrollment, telecounseling, fulfillment, and marketing.
  6. Advises, collaborates, and consults with colleges regarding communications, public relations, and marketing issues and directives, as well as provides guidance on operational matters including, but not limited to, processes, deadlines, assignments, logistics, and other administrative matters.
  7. Serves as a liaison to departments, users, and vendors regarding training, support, process documentation, outsourcing mailings, recruitment material, and other data requests of both applicants and prospective students as they relate to the admission process.
  8. Coordinates efforts and communications between departments, Office of Information Technology, and software vendors meeting the needs of internal and external constituents through effective system processes and report design.
  9. Reviews and verifies documentation for completeness and compliance with policies and procedures.
  10. Manages Enrollment Management's and Undergraduate Admission's websites to maintain accurate and up-to-date information.
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### **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.

*The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*



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## Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Bachelor's Degree	Degree in Business, Marketing, Journalism, Communications, Public Relations, Education, Counseling, Psychology, or related field.
<b>Experience (yrs.)</b>	5	Experience in admissions processing, communications and/or enrollment operation. Prefer 2 years of experience directly supervising full-time employees. Experience in higher education academic setting is desired.

### Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

### Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

### Minimum Required Knowledge

Knowledge of various marketing and communication theories, concepts, and techniques; recruiting techniques; financial and budget principles; communication techniques; higher education admissions and enrollment processes. Knowledge of current industry IT software as it relates to admission processing, operations and management, admissions, recruitment, communications and marketing principles, Auburn University policies and procedures, and industry policies and procedures.

### Certification or Licensure Requirements

None required.

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## Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set or revised on short notice; frequent shifts in priority; numerous interruptions requiring immediate attention; unusual pressure on a daily basis due to accountability for success for major projects or areas of operation.

Job frequently requires sitting, talking, hearing, handling objects with hands, .

Job occasionally requires standing, walking, reaching, stooping/kneeling/crouching/crawling, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 4/25/2023

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