

### JOB INFORMATION

Job Code	AD76
Job Description Title	Asst Dir, Admissions Processing & Communications
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:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	4/25/2023

### JOB FAMILY AND FUNCTION

Job Family:	Student Resources
Job Function:	

### 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.

### RESPONSIBILITIES

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

## RESPONSIBILITIES

- Reviews and verifies documentation for completeness and compliance with policies and procedures.
- Manages Enrollment Management's and Undergraduate Admission's websites to maintain accurate and up-to-date information.
- Performs other related duties as assigned by supervisor.

## 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 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 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.

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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.

## 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					

## PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
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.