

*Founded in 1927, Austin Peay State University is a comprehensive, state-assisted university with an enrollment of approximately 9,000 students. APSU was named in honor of the late Tennessee Governor Austin Peay, who served from 1923–1927.*

*With a main campus in Clarksville, Tenn. and a satellite campus on post at Fort Campbell, Ky., APSU is one of 47 universities, community colleges and technology centers in the Tennessee Board of Regents system, the sixth largest system of higher education in the nation. The University offers a full range of academic programs at the associate, baccalaureate and master's degree levels in the arts, sciences, business and selected professional programs. APSU offers 13 online degree programs and hundreds of Web-based classes. Among APSU's many points of distinction are its outstanding programs in the sciences, two centers of excellence in the creative arts and field biology and four chairs of excellence in the creative arts, business, free enterprise and nursing.*

*An integral part of Clarksville, a rapidly growing city of more than 100,000 located 45 minutes northwest of Nashville, the University led the state in enrollment growth in recent years. Since 2000, Austin Peay has renovated and erected numerous top-of-the-line facilities on its 160-acre main. Of the universities offering classes on post at Fort Campbell, only APSU has been given permission to construct its own building. The University enrolls more students at the Fort Campbell Center than the other five institutions combined.*

**Admissions Counselor/Representative  
Admissions  
Regular Full-time Position  
Position Number 912600**

**General Description**

The Admissions Counselor is responsible for implementing established student recruitment plans and strategies designed to increase the quantity, diversity and success rate of the University's enrollment.

**Primary Duties and Responsibilities**

- Counsel prospective students and promote the University to exterior constituencies.
- Conduct extensive travel to include evenings and weekends to secondary schools, community colleges, and other venues within assigned areas and at-large.
- Act as a liaison between the University and its various constituencies to enhance the University's image.
- Disseminate information regarding admissions criteria, scholarships, financial aid, programs of study, etc.; counsel students and parents in all areas.
- Continuously communicate with, track progress of and follow up with all prospective students (using a self-developed, organized system) in a given population from the point of initial contact through the application process via in-person visits, phone calls, letters, emails, etc.
- Develop and maintain a close working relationship with individuals, departments, and organizations on campus as well as various constituencies off-campus, including secondary school and community college officials.
- Assist in coordinating special events and managing visiting groups/individuals.
- Assist in the planning and development of various materials designed to attract quality students to APSU.
- Drive prospective students and/or current students for campus tours and other University events when required.
- Serve on University and Tennessee Board of Regents task forces and committees as assigned.
- Responsible for general office management and administrative functions at both APSU campuses, the Main Campus and the Fort Campbell Education Center as assigned.
- Responsible for specific recruitment efforts and organization of special on-campus projects.
- Perform other job-related duties as assigned.

**Essential Functions**

- Ability to efficiently operate a personal computer and associated software (Outlook, Word, Excel, etc.) and SungardHE Banner.
- Ability to communicate effectively and appropriately.
- Ability to maintain confidentiality of records and information.
- Ability to interact in an effective and appropriate manner with diverse populations, the University community and the public.
- Ability to detect and correct grammatical and spelling errors in written correspondence.
- Ability to maintain files accurately, in paper and in software programs.
- Ability to handle multiple tasks simultaneously.
- Ability to appropriately and effectively accomplish all primary duties and responsibilities.
- Ability to perform extensive overnight travel.
- Ability to properly manage monies necessary for employment-related expenses and to complete the University monetary reimbursement process.

### **Required Minimum Qualifications**

- Bachelor's degree.
- Valid driver's license and vehicle insurance.
- A background check will be required of the successful applicant.

### **Additional Preferred Qualifications**

- Previous recruiting and/or marketing experience.

**IT IS A CLASS A MISDEMEANOR TO MISREPRESENT ACADEMIC CREDENTIALS**