

*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.*

**Assistant Director  
Admissions  
Regular Full-Time Position  
Position Number 486100**

**General Description**

The Assistant Director reports to the Director of Admissions and has the primary responsibility for directing the recruitment functions for the Office of Admissions. The Assistant Director interacts with the University community to plan and implement programs/services designed to increase the undergraduate enrollment of academically prepared students.

**Primary Tasks and Responsibilities**

- Assist in planning programs for recruiting students who have demonstrated the ability to progress to graduation at APSU.
- Develop new initiatives and refine existing initiatives that will support the mission and goals of the university, enhance the quality and diversity of the student body and increase enrollment of academically prepared freshmen and transfer students.
- Work closely with Public Relations to coordinate information and develop materials regarding admission to the University, programs of study, scholarships, financial aid, etc., in order to attract students with qualities that contribute to college success to APSU.
- Work with the Office of Student Financial Aid and Veterans Affairs to coordinate and manage the awarding of APSU scholarships.
- Involve academic departments in coordinating special events and hosting visiting groups in order to specialize recruiting initiatives.
- Oversee the selection of students for the Admissions Alumni Ambassador Program; coordinate their involvement in University activities.
- Develop processes and practices for the use of a document imaging system for recruitment purposes within the Office of Admissions.
- Manage all aspects of the Governor's Ambassadors and Campus Tour programs.
- Regularly recruit high school students; support recruiting activities at community colleges through interaction with the Transfer Center. Conduct extensive travel, including evenings and weekends.
- Coordinate phone bank activities including management of the Correspondent Representatives/Telecounselors and overall supervision of the program.
- Directly train, supervise and evaluate five Admission Counselors and student employees.
- Indirectly supervise graduate assistant(s) as needed.
- Portray a positive image of the University to the entire University community when recruiting students and when participating in University activities.
- Employ technology to track progress in recruiting prospective students and maintain contact with applicants and admitted students in appropriate ways that include electronic and personal communications.
- Interact positively with academic departments, student support units and campus organizations.
- Serve on University and TBR task forces and committees as assigned.
- Drive prospective students and/or current students for campus tours and other University events when required.
- Perform general office management and administrative functions as assigned.
- Perform other job-related duties as assigned.

### **Essential Functions**

- Ability to present a positive image by demonstrating excellent, effective verbal and written communication and interpersonal skills.
- Ability to travel extensively outside the normal work day as necessary for recruiting activities
- Must possess a working knowledge and understanding of admissions and University policies.
- Ability to appropriately manage and lead a diverse group of employees and student personnel.
- Ability to effectively plan and organize activities.
- Ability to develop strong working relationships with various out-of-office constituencies.
- Ability to plan and develop materials to attract students.
- Ability to understand and explain financial aid programs, eligibility criteria and award procedures.
- Ability to efficiently operate a personal computer and associated software (Outlook, Word, Excel, etc.) as well as SungardHE Banner.
- Ability to effectively use automated systems for tracking and follow-up on students.
- 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 effectively supervise personnel and complete all associated personnel actions in a timely and accurate manner.

### **Required Minimum Qualifications**

- Bachelor's degree.
- Two years of higher education admission experience or other related higher education enrollment management experience.
- Valid driver's license and vehicle insurance.
- A background check will be required of the successful applicant.

### **Additional Preferred Qualifications**

- Previous recruiting experience.
- Knowledge of marketing and college financial aid and awarding procedures.
- Experience with desktop publishing.

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