

*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.*

**Director  
Alumni Relations  
Regular Full-Time Position  
Position Number 594010**

**General Description**

The position currently reports to the Executive Director for University Advancement, but is expected to report to the President as soon as approval for the change can be obtained from the Tennessee Board of Regents. The Director is responsible for planning, developing and implementing a comprehensive alumni relations program for the University, including strategic planning, fiscal management and program development in support of the University's strategic advancement goals.

**Primary Duties and Responsibilities**

- Serve as Executive Director of the University's National Alumni Association; manage overall operations of the National Alumni Association including budgets and fiscal expenditures.
- Supervise development and execution of programs for alumni to enhance affiliation with the University including reunions, comprehensive fall Homecoming events, Candlelight Ball and Fall Fling, alumni events around the country and special events throughout the year that advance relations between the University and its alumni.
- Oversee continued development in the use of email, social networking and other electronic media to engage and communicate with the University's alumni and friends.
- Recruit and manage volunteer alumni board as well as supervise planning, administration and evaluation of bi-annual alumni board meetings and retreats.
- Recruit, organize and train alumni leaders for regional alumni chapters and districts; identify new and innovative opportunities to interact with alumni from all areas of the country and from all class years.
- Organize and accompany alumni travel events, both international and domestic, intended to cultivate alumni relations with the University.
- Supervise revenue-producing programs including the alumni affinity card, logo merchandising, insurance program and alumni travel program. Identify opportunities to generate additional unrestricted University funds through such programs.
- Assist in the operation of a comprehensive undergraduate program to develop an affinity for alumni programs among students before they graduate.
- Develop an Alumni by Choice program to recognize and engage University friends and supporters who are not alumni of the University.
- Work closely with the office of University Advancement to assist in the identification of donor prospects.
- Work closely with the office of Public Relations to assist in bringing public attention to news about the University's alumni and friends.
- Work closely with the Athletic Department to plan and execute alumni events in connection with the University's athletic programs.
- Oversee appropriate award events for outstanding alumni and friends of the University.
- Develop new National Alumni Chapters and steward ones already established.
- Communicate regularly and effectively with the University's alumni and friends.
- Participate in national and state professional organizations and conferences to exchange ideas concerning alumni activities.
- Manage the staff of the Alumni Office so as to achieve the purposes of the office.
- Serve on University committees as assigned.
- Perform other job-related duties as assigned.

### **Essential Functions**

- Ability to interact in an effective and appropriate manner with diverse populations, the University community and the public.
- Ability to communicate effectively and appropriately.
- Ability to effectively supervise personnel and complete all associated personnel actions in a timely and accurate manner.
- Ability to recruit, train and motivate alumni volunteers at regional and national levels.
- Ability to maintain confidentiality of records and information.
- 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 work independently with minimal supervision and take a great deal of initiative.
- Ability to work as a team member both within the Alumni Office and with other personnel and offices at the University.
- Ability to develop and execute short-term and long-range strategic plans.
- Ability to travel frequently and to work evenings and weekends as necessary.
- Ability to work closely with the University Advancement's office to facilitate the cultivation and solicitation of prospects.
- Ability to effectively manage budgets.
- Ability to efficiently operate a personal computer and associated software (Outlook, Word, Excel, etc.) as well as SungardHE Banner.

### **Required Minimum Qualifications**

- Bachelor's degree.
- Three years of work experience in alumni programs, fund-raising, sales and marketing or higher education programs such as public information or admissions.
- Experience working with volunteers.
- Proven communication skills.
- Excellent interpersonal, organizational and managerial skills.
- An official transcript and a background check will be required of the successful applicant.

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