

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, Marketing  
Public Relations and Marketing  
Regular Full-Time Position  
Position Number 460000**

**General Description**

The Director of Marketing reports to the Executive Director of Public Relations and Marketing and collaborates with the office's creative staff to maximize marketing efforts, especially for prospective students. The incumbent is responsible for on-going market testing, segmentation and analysis followed by development of effective marketing strategies and activities for each segment including best media buys.

**Primary Duties and Responsibilities**

- Create and revise strategic marketing plan to effectively position APSU in the regional market and maximize recruitment, researching and identifying industry trends, competitor activities, target regions, demographic segments and other factors that could impact APSU recruitment or marketing efforts.
- Partner with Office of Admissions, President's Office and other offices designated by the Executive Director to evaluate application and enrollment trends, determine positioning/repositioning of APSU, examine effectiveness of recruiting efforts and determine emerging markets.
- Use data-based marketing research and analysis to collaborate with the creative team to develop concepts for advertising and promotion of University, specific programs and events.
- Develop, propose and manage marketing budget, negotiating and placing state-wide media buys (radio, television, cinema, Web, print, outdoor, etc.) based on ratings and cost and tracking tangible creative (ex: billboard, vinyls).
- Work closely with Admissions, Extended and Distance Education and other departments/offices to maximize recruitment efforts, researching creating, planning, buying media for and overseeing execution of initiatives.
- Monitor advertising campaigns through constant communication with media representatives and staff members involved in the process.
- Evaluate the effectiveness of advertising campaigns.
- Conduct market research (i.e. analyze IRE data, survey students).
- Develop and/or evaluate marketing copy for all University brochures, advertising (Web, Print, radio, etc.) and Web sites.
- Partner with Offices of Admissions and Student Affairs to develop the APSU Parent audience via print materials, specialized web sites and other initiatives.
- Partner with Office of Student Affairs to develop concepts, coordinate creation of materials, oversee implementation of and gauge effects of student loyalty campaign.
- Manage University's social network presence
- 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.

### **Essential Functions continued**

- Ability to maintain files accurately, in paper and in software programs.
- Ability to handle multiple tasks simultaneously.
- Ability to think strategically and be well-organized and analytical.
- Must have a complete understanding of target markets, positioning, segmentation and branding.
- Ability to translate market trends into solid marketing plans and effective advertising campaigns.
- Ability to develop a broad understanding of marketing within higher education.
- Ability to prepare, monitor and work within an annual marketing budget.
- Ability to work on and meet various deadlines.
- Ability to work collaboratively on projects.
- Ability to write concise and accurate reports, proposals and advertising copy.
- Possess an understanding of how to work with all media venues.
- Ability to negotiate the most effective media buys based on market analysis.

### **Minimum Required Qualifications**

- Bachelor's degree in marketing or marketing communications with one year experience in field.
- Two years experience in the field.
- A background check will be required of the successful applicant.

### **Additional Preferred Qualifications**

- College/University experience.

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