

*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.*

**Executive Director  
Public Relations and Marketing  
Regular Full-Time Position  
Position Number 597000**

**General Description**

The Executive Director of Public Relations and Marketing reports to the President and is responsible for planning, developing and administering the overall public relations program of the University.

**Primary Duties and Responsibilities**

- Create internal and external written materials relating to APSU (news releases, reports, internal newsletter, manuscripts, alumni magazine and tabloids, etc.) and supervise their dissemination for all areas of the University.
- Plan and implement some special events, such as the presidential inauguration and TBR visits.
- Review requests for publications and assign priority ranking. Assist with creating (writing and design) of top tier publications; advise on others. Proof and assign affirmative action statement and publication numbers as required by law.
- Oversee development and production of television and radio spots as well as print ads.
- Oversee production and streaming of special electronic "postcards" from President.
- Oversee purchase of television, radio and print advertising.
- Secure greater visibility for APSU in targeted markets.
- Oversee "internal" marketing and communication.
- Oversee design and purchase of billboards advertising APSU and/or its programs.
- Oversee overall activities of student employees assigned to assist Office Supervisor or Communication Specialist as writers, photographers, designers, clerical workers - to ensure that they are productive workers and that their experience in Public Relations & Marketing is a learning experience.
- Maintain oversight of University Web site.
- Develop, implement and evaluate the University's public relations marketing plans.
- Act as media spokesperson for the University.
- Foster good rapport with all media representatives in University service area.
- Assist staff and faculty in creating publications, brochures and AV materials for use in promoting the University.
- Participate in various community activities and assist with student recruitment and retention activities.
- Plan, create and supervise production of recruiting publications and other publications requested by the University community.
- Perform other job-related duties as assigned.

**Essential Functions**

- Ability to efficiently operate a Power Macintosh 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.

### **Essential Functions Continued**

- Ability to effectively supervise personnel and complete all associated personnel actions in a timely and accurate manner.
- Ability to write, edit and/or develop articles, reports, publications and advertisements.
- Ability to plan and implement special events.
- Ability to accurately process records and reports.
- Ability to become involved in community/civic organizations.
- Ability to work nights and weekends.
- Ability to coordinate with media on the purchase of advertising.

### **Required Minimum Qualifications**

- Bachelor's degree in journalism/communications/public relations or related field.
- A background check will be required of the successful applicant.

### **Additional Preferred Qualifications**

- Three to five years of proven experience in higher education public relations or a closely related field.
- Master's level work preferred.

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