

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.

Staff Writer
Public Relations and Marketing
Regular Full-Time Position
Position Number 599300

General Description

The Staff Writer is responsible for writing feature articles about alumni, University events and general "beat" reporting for major happenings throughout the University including press release writing. Additionally, the incumbent assist in writing copy for special events promotions as well as marketing/advertising efforts.

Primary Duties and Responsibilities

- Interview and write feature articles about University alumni for use in the alumni magazine.
- Write feature articles for general marketing, publicity and retention efforts.
- Gather information and write copy for special events used in marketing venues such as paid advertising, television, radio, print, etc.
- Generate press releases for special events being marketed.
- Write web copy.
- Work with various University departments and Assistant Director for Marketing to write copy for general recruiting projects.
- Assist in cross-over proofreading with other writers in the PR and Marketing office.
- Perform other job-related duties as assigned.

Essential Functions

- Excellent writing skills and the ability to interview alumni while representing the University in a highly professional manner.
- Ability to write speeches for the University president.
- Organization skills and the ability to meet deadlines.
- Thorough knowledge and ability to write press releases.
- Proven ability to write creative marketing copy.
- Knowledgeable in "The Associated Press Stylebook" rules.
- Ability to efficiently operate a personal computer (MacIntosh environment) and associated software (Microsoft Office, Outlook, Word, Excel, etc.).
- 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.

Required Minimum Qualifications

- Bachelor's degree or higher in communication, journalism, English, marketing or related field.
- Two years of professional job experience in feature, news or marketing copywriting.
- A minimum of five published feature, news or marketing articles must be submitted upon application.
- A background check will be required for the successful applicant.

IT IS A CLASS A MISDEMEANOR TO MISREPRESENT ACADEMIC CREDENTIALS