

*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, Publications  
Public Relations and Marketing  
Regular Full-Time Position  
Position Number 599200**

**General Description**

The Assistant Director for Publications reports to the Executive Director and collaborates with staff in Public Relations and Marketing to conceptualize and produce the design for various University publications and print advertisements. The incumbent works with agencies to coordinate/manage projects.

**Primary Duties and Responsibilities**

- Direct the planning, budgeting, design and production of recruitment publications.
- Assist develop and direct the integration of consistent visual design themes in all recruitment efforts across numerous media, from print to outdoor.
- Oversee the complex, year-long development of the multi-piece student recruitment publications package and all supplementary pieces such as the housing brochure.
- Design print ads by target audience.
- Design outdoor advertising (billboards).
- Oversee the development of print and publications of outside freelancers and agencies.
- 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.
- Ability to maintain files accurately, in paper and in software programs.
- Ability to handle multiple tasks simultaneously.
- Must be MAC-proficient and possess basic support knowledge, such as solving problems with system errors, software installation, etc.
- Thorough knowledge of QuarkXpress, Aldus Freehand, Adobe photoshop, Illustrator and the ability to assist other office staff in their use. Working knowledge of Adobe InDesign.
- High level of creativity and ability to analyze copy and translate ideas into complementary layout and design.
- Ability to art direct photo shoots.
- Proven free-hand artistic abilities.
- Knowledge of transparent and reflective scanning devices and knowledge of color separations.
- Ability to use cost saving procedures in preparing publications.
- Ability to work on deadline within a structured office environment.

### **Required Minimum Qualifications**

- Bachelor's degree with a major emphasizing graphic design, communication design, visual communication or related fields of study.
- Five years of intensive experience in the field of graphic design (must be permanent, full-time post degree work experience; internships and graduate assistantships cannot qualify toward full-time work experience).
- A background check will be required of the successful applicant.

### **Additional Preferred Qualifications**

- College/university campus experience.

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