

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 for Web & Multimedia Design
Public Relations & Marketing
Regular Full-Time Position
Position Number 594000**

General Description

The Assistant Director reports directly to the Executive Director of Public Relations and Marketing and is primarily responsible for visual design, functionality, creative development and maintenance of the University's Websites. The Assistant Director also works in collaboration with the University's Web Specialist to develop and maintain the University's website.

Primary Duties and Responsibilities

- Work directly with the Executive Director of Public Relations & Marketing and the University's web specialist on creative development, design and maintenance of the University's website, which includes departmental and college websites.
- Design websites and web pages.
- Conceive, develop, implement and maintain interactive projects.
- Drive interactive designs from conceptualization through development to ensure successful implementation of design.
- Review and approve University web sites and pages.
- Assist with implementation and maintenance of an electronic photography database.
- Provide photography for web projects.
- Provide illustration for special web projects.
- Design and develop web advertising banners for third-party websites.
- Assist in developing Austin Peay State University web services policies, procedures and service descriptions.
- Serve as project manager for campus implementation of the Luminis web portal software.
- Train departmental employees to build and/or maintain departmental web sites.
- Observe and disseminate APSU web site statistical information.
- Learn and implement new technology for web design and development.
- Ensure Web/Internet interfaces are fully tested prior to operational turnover.
- Maintain federal accessibility standards for University web sites.
- Serve as backup personnel to send emergency-related text/e-mail messages through University emergency alert system and update University web site during emergency/closing situations.
- Assist with posting information on the University's electronic information boards.
- Provide training and development of interactive PDF files.
- Monitor and update University social media presence.
- Perform other job-related duties as assigned.

Essential Functions

- Ability to understand and use graphic design tools and techniques.
- Ability to design and develop effective and attractive web pages in accordance with University standards.
- Ability to efficiently operate Macintosh and Windows platforms and associated software (Outlook, Word, Excel, etc.).
- Thorough knowledge of Web design software, including Adobe Creative Suite Web Premium.
- Ability to master image optimization techniques and tools.
- Must have good visual design skills.

Essential Functions continued

- 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.
- Ability to work well with people in a collaborative, academic environment to accomplish goals, build consensus and meet project deadlines.
- Must have basic knowledge of HTML and CSS.
- Must have excellent organizational skills.
- Ability to prepare accurate records and reports.
- Ability to work independently with minimal supervision and to take a great deal of initiative.

Minimum Required Qualifications

- Bachelor's degree in communications, art, computer science or information technology with emphasis in graphic design, Web design and/or development.
- Two years of experience in a graphic design or creative web design environment.
- Demonstrated, proven ability to implement and maintain cohesive design and navigation standards when confronted with many different design and function demands.
- Experience using MS Office and Adobe Creative Suite Premium.
- A background check will be required of the successful applicant.

Additional Preferred Qualifications

- Experience with Drupal CMS product.
- Experience with MySQL, Access and SQL online databases.
- Experience in PHP, Javascript, XML, ASP and ASP.NET programming languages.
- Knowledge of SungardHE's Luminis product.
- Experience with Wordpress/Wordpress MU blog platforms.
- Ability to work in a fast-paced environment.
- Ability to work some evenings and weekends.

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