

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.

**Coordinator
Marketing & Promotions
Athletics
Regular Full-Time Position
Position Number 671500**

General Description

The Coordinator of Marketing and Promotions reports to the Director of Athletics and is responsible for promoting increased attendance at all athletic events through special promotional events, group ticket sales and student attendance.

Primary Duties and Responsibilities

This position is responsible for marketing and promoting all of APSU's 15 varsity sports by coordinating and implementing marketing and promotional strategies to increase awareness, entertain fans, and increase attendance. This position is also responsible for increasing season ticket holders for football, men's basketball, women's basketball and baseball.

This position helps promote and market the Governors Club, the official APSU athletics booster club, to help membership as well as coordinate their fall kick-off event and other events throughout the year.

- Develop marketing and promotional plan for Athletics.
- Develop plan to increase student attendance at athletic events.
- Advise the Peay!Nuts, the official APSU student spirit group, by increasing membership, coordinating pep rallies, pre-game parties, requesting budget allocations through the Governors Organizational Counsel and updating and maintain the points program.
- Work with the communication Department, primarily the Sports Broadcasting contact on videoboard needs including but not limited to introduction videos, senior videos and other special video productions.
- Develop and implement Group Sales Ticket Program in community.
- Organize promotional events at athletic contests and organize campus promotional events.
- Work with Director of Corporate Relations in securing necessary items for promotional use and fulfilling corporate partner contracts.
- Recruit APSU students in the marketing and communication department for game-day and office internships in the Athletics Marketing department.
- Distribute promotional materials on campus and in the community and maintain and update contact information of season ticket holders, Governors Club members and other community groups so as to send them information about upcoming athletic events.
- Assist in fundraising and special fundraising events such as the "Celebration of Women in Athletic" endowment scholarship weekend.
- Arrange promotional speaking engagements for coaches.
- Develop promotion(s) for use on the LetsGoPeay website.
- Manage marketing efforts with all social media including facebook and twitter.
- Work with Public Relations & Marketing to promote sports programs and develop posters, schedule cards, ticket brochures and other promotional printing pieces and coordinate design and printing.
- Coordinate/choreograph game promotion activities, i.e. band, dance, cheer contests, public address, etc.
- Develop game-day scripts.

Primary Duties and Responsibilities continued

- Work with coaches in each sport to develop sport specific marketing and promotional plan.
- Serve on University committees as directed.
- Perform other job-related duties as assigned.

Essential Functions

- Ability to efficiently operate a personal computer and associated software (Outlook, Word, Excel, etc.).
- Ability to be detail-oriented and communicate effectively and appropriately.
- Ability to sell through speech, writing, and direct selling skills.
- 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 understand University, NCAA and OVC guidelines.
- Ability to work extended nights and weekends.

Required Minimum Qualifications

- Bachelor's degree, preferably in marketing or a related field.
- Experience in marketing, promotions, coordinating special events, and developing written marketing and promotions plans, preferably in college athletics.
- A background check will be required of the successful applicant.

Preferred Qualifications

- Knowledge of and experience with InDesign, Photoshop, Microsoft Office, and PowerPoint, or similar software.

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