

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 for Publications & Marketing
Student Affairs
Regular, Full-Time Position
Position Number 450000**

General Description

The Coordinator is under the general supervision of the Director of Student Affairs Programs and Services providing administrative leadership in areas of student publications including the student newspaper, yearbook, business and marketing activities, circulation, and training seminars. In addition, the Coordinator collaborates with Student Affairs staff in order to conceptualize and produce the design for various Student Affairs publications and print advertisements.

Primary Duties and Responsibilities

- Administration of student publications in the Division of Student Affairs including but not limited to the student newspaper, yearbook, publication's productions, budget, editor selection, staff training and supervision and management of the office.
- Advise editors and other staff members; meet formally and regularly with the student newspaper staff to help determine story leads, writing and editing, deadlines, layout and design of publications, ethics and responsibility of student press, and staff and management issues.
- Administration of advertising and activities - provide supervision of sales plans and strategies, assess and determine revenue projections, oversee ad production and accuracy, review and improve customer satisfaction on- and off-campus.
- Develop and provide in-service training for entire student publications staff throughout the year.
- Provide on-going publication critique sessions with student publication staff for quality and enhancements.
- Supervise and direct student publication staff on equipment use, selection and maintenance.
- Teach basic operation of student publications' design production and other avenues of production.
- Oversee academic lab and practicum students on assignments related to student publications.
- Create and produce the Student Handbook & Calendar.
- Collaborate with Student Affairs staff to conceptualize and produce various publications by assisting in the development and integration of consistent design themes in all Student Affairs efforts across numerous media, from print to outdoor to web.
- Use data-based marketing research and analysis to work with Student Affairs staff to develop effective concepts for projects.
- Research industry trends, competitor activities and other factors that could impact Student Affairs publication/marketing activities.
- Guide Student Affairs publications projects through approvals, concept/design testing and results evaluation as appropriate. Liaison work with Public Relations and Marketing Office and/or printers.
- Work with the Public Relations and Marketing Office to coordinate/manage Student Affairs projects.
- Evaluate the effectiveness of publications/marketing activities for the Division.
- Identify new, targeted communication vehicles to enhance awareness of the Division.
- Monitor, update and enhance Student Affairs Central Office and Student Publication web pages and work with Student Affairs staff to enhance their departmental web pages as needed.

Primary Duties and Responsibilities continued

- Receive, edit, prioritize and post message requests for the University Center Outdoor Message Board for campus-wide internal messages.
- Work cooperatively with staff and faculty and support programs in other campus departments.
- Comply with written expectations for staff in the Division of Student Affairs and with all University policies and guidelines for employees.
- Participate in and support division-wide activities and programs.
- Serve on division and University committees.
- Administer departmental budget.
- Perform other job-related duties as assigned.

Essential Functions

- Ability to efficiently operate a MAC and PC and associated software (InDesign, Adobe Illustrator, Microsoft Office, Entourage, etc.) and SungardHE Banner.
- Ability to edit and update web pages using Microsoft Web Expression.
- 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 and meet various deadlines.
- Ability to effectively teach basic operation of newspaper and yearbook design, pre-press and production. This includes news writing, editing, layout, photo editing, cutline and headline writing and website content and maintenance.
- Ability to provide supervision for academic lab and practicum students.
- Ability to understand target markets, positioning, segmentation and branding.
- Ability to translate market research into solid marketing plans and effective advertising campaigns.
- Ability to effectively use sound financial practices for advertising/business activities.
- Ability to effectively use current journalistic standards of professionalism and ethics.
- Ability to effectively apply current press law to student publications at state institutions, including knowledge of and respect for the legal rights of student editors.
- Ability to use and understand student development theories and practices and current trends in the areas of student publications and Student Affairs in general.
- Ability to manage appropriate recordkeeping, budgetary, and administrative details.
- Ability to effectively follow University and TBR policies and procedures.
- Ability to effectively supervise personnel and provide guidance as needed.
- Broad understanding of marketing within higher education.
- Must understand how to work with all media venues.

Required Minimum Qualifications

- Bachelor's degree in journalism, mass communication, or related field.
- One year of student publication/management experience, related professional newspaper, or professional marketing experience.
- A background check will be required of the successful applicant.

Additional Preferred Qualifications

- Master's degree.
- Higher education experience.

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