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Executive Director

STATE OF TENNESSEE
HIGHER EDUCATION COMMISSION
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BILL LEE
Governor

Advise TN Assistant Director of Operations and Engagement – Nashville, TN

About Advise TN

Advise TN is a college advising and capacity building program administered by the Tennessee Higher Education Commission in partnership with Austin Peay State University. The program aims to increase the number of Tennesseans accessing higher education by partnering with high schools to provide full-time professional college advising services.

Location

The selected candidate must reside in, or within commuting distance, from Nashville, TN. The role is a hybrid position.

Job Responsibilities

Create and develop materials used by Advise TN both internally and externally to maintain brand cohesiveness, ensure uniform messaging, and support consistent communication across the statewide program.

- Design and produce branded materials, including physical materials, digital content, and presentations. Ensure all materials follow established brand standards.
- Collaborate with advisors and leadership team to understand content needs and translate them into clear, engaging resources.
- Update and refine existing materials to ensure accuracy, consistency, and relevance.
- Maintain organized library of materials for use across Advise TN.

Lead social media engagement across all institutional platforms to strengthen community connection, enhance visibility, and drive meaningful audience interaction.

- Develop and execute a social media strategy aligned with organizational goals.
- Create, schedule, and publish engaging content across multiple platforms.
- Monitor analytics to ensure performance and adjust strategies accordingly.
- Collaborate with internal staff to highlight key initiatives, events, and achievements.

Assist in development and delivery of training and professional development for current staff to ensure consistent growth, improved performance, and alignment with goals.

- Collaborate with director to design training materials, sessions, and resources.
- Support planning and logistics of training events and ongoing development programs.
- Support regional directors in localized training and development.
- Monitor engagement and participation to help evaluate effectiveness of trainings.

Maintain expertise in Tennessee's college access landscape to ensure all organizational communications, materials, and trainings remain accurate, current, and aligned with statewide initiatives and policies.

- Monitor updates in federal and statewide college access policies.
- Engage with state and regional networks to stay informed of emerging trends and best practices.
- Attend national conferences and professional gatherings to deepen knowledge.

Knowledge, Skills, and Abilities

- Excellent interpersonal and communication skills. Demonstrated ability to conduct effective workshops and presentations.
- Technical proficiency in all required software and social media platforms, with the ability to learn new tools quickly and apply them effectively.
- Strong knowledge of postsecondary education requirements, options, application procedures, financial aid, and scholarship opportunities.
- Strong program management skills, including demonstrated record of developing processes and completing tasks on time and with fidelity.

Required Minimum Qualifications

- Bachelor's Degree in communication, higher education, or relevant field; Master's Degree preferred.
- Successfully pass Federal and State background screening.

Anticipated Salary Range and Benefits

The Assistant Director of Operations and Engagement will receive a salary of \$80,000. Successful candidates will also receive a competitive benefit package that includes health, dental, life insurance, and paid vacation and holidays. Advise TN positions are offered and sustained pending the availability of funding.

How to Apply

The administration and hiring of this position is facilitated by Austin Peay State University. To apply, please visit their [website](#).