

MOUNT VERNON NAZARENE UNIVERSITY

POSITION ANNOUNCEMENT Graduate Assistant for Marketing SEO Specialist

Mount Vernon Nazarene University exists to shape lives through educating the whole person and cultivating Christ-likeness for lifelong learning and service.

Mount Vernon Nazarene University (MVNU) is an intentionally Christian teaching university for traditional age students, graduate students, and working adults who seek opportunities to learn and grow in an academic community of faith. The University provides the context for a transformational experience through excellent academics, service opportunities, caring relationships, and a nurturing spiritual and social environment. Faculty, staff, and students are challenged to achieve their highest potential, to become increasingly Christ-like and to make a difference in their world through lifelong service.

The University seeks a **Graduate Assistant** to serve in the role of **Search Engine Optimization Specialist** on the main campus. Graduate Assistant appointments are made in collaboration with the Dean of GPS and the specific supervisor for the position – in this case, the Director of Web Development. This position is 20 hours per week and is a full tuition benefit extending through the duration of the student's Master's program. Stipends, textbooks, and computers are not provided as part of the assistantship.

Responsibilities for this position include:

- Develop optimization strategies that increase search engine results rankings
- Research SEO keywords to use throughout the website and all promotional materials
- Identify keyword targets and create content map for the website
- Research current trends and higher education marketing trends
- Set measurable goals that show improvement in marketing efforts
- Work with marketing writers to develop compelling content for website, page descriptions, “blog” posts
- Identify LSI keywords to be incorporated into content as complementary keywords
- Monitor performance metrics of SEO strategy performance (redirects, click rate, bounce rate, etc.)
- Prepare and present progress reports regularly
- Identify audience profile(s) (audience personas) to better target prospective students
- Stay up to date with SEO latest trends and best practices
- Other duties as assigned

Expectations for the successful candidate:

- Bachelor degree or equivalent;
- Acceptance into an MVNU Graduate program;
- Experience with Google tools;
- A functional understanding of CSS and HTML (preferred, not required);
- Understanding of how blogging, press releases, social media and related strategies work with SEO;
- Work well in a team-oriented structure;
- Great organization skills;
- Experience with Microsoft Office and with office equipment (printers, copiers, etc.) preferred;
- Experience with copywriting;
- Results oriented, quality and precision focused;
- Basic mathematical and strong typing skills;
- This position reports to the Director of Web Development and Communications;
- Must be capable of sitting, walking or standing for long periods of time, frequent use of stairs.

To be considered for this position, please email a resume to humanresources@mvnu.edu and complete the application, found at: <http://mvnu.edu/jobs>. Applicants submitting materials via email should attach either a Microsoft Word or .PDF File. Alternatively, materials can be faxed to (740-397-1005), or mailed to:

Mount Vernon Nazarene University
Attention: Human Resources
800 Martinsburg Road
Mount Vernon, OH 43050

Professional and personal references are required, consistent with the responsibilities associated with this position. A background check will be performed prior to appointment. Mount Vernon Nazarene University does not unlawfully discriminate on the basis of race, color, sex, national origin, age, disability, or military service in administering its employment policies and practices. As a religious educational institution under the auspices of the Church of the Nazarene, the University is permitted by law to consider religious beliefs/practices in making employment decisions and does so to achieve its mission. The University requires as a condition of employment that all employees subscribe to standards of the Church of the Nazarene and conduct their lives in accordance therewith.