



**POSITION ANNOUNCEMENT**  
**Marketing Graduate Assistant**

*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. We provide the context for a transformational experience through excellent academics, service opportunities, caring relationships, and a nurturing spiritual and social environment. We challenge faculty, staff, and students to achieve their highest potential, to become increasingly Christ-like and to make a difference in their world through lifelong service.

MVNU seeks a Marketing *Graduate Assistant* for the Marketing office on the main campus, and reports to the Creative Director. The main goal of this role is to assist the marketing team in proactive development and implementation of marketing strategies. The 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:**

*Specific responsibilities may be dependent on the skillset of the person chosen for the role.*

- Content Creation
  - Writing alumni and student stories for various uses (NOW, news/press releases, web highlights, social media, etc.)
  - Assisting with copy for brochures, emails, and web pages
  - Taking photographs utilizing DSLR camera or phone
  - Collecting video clips utilizing DSLR camera or phone
  - Creating graphics utilizing Adobe Creative Suite for digital and/or print applications
- Digital Communications and Management
  - Utilizing the Content Management System to edit or add content to the web
  - Creating email campaigns utilizing SLATE or Mailchimp platforms
  - Metatagging photos
  - Scheduling interviews, photo & video shoots
- Research
  - Researching audience trends
  - Researching A/B testing
- Data/Analytics Reports
  - Preparing monthly reports and analysis of digital and print channels
  - Recommending improvements to copy and design based on results

*The above statements describe the general nature and level of work to be performed by an individual assigned to this position. This is not intended to be an exhaustive list of all responsibilities and duties required of the position.*

**Qualifications needed:**

- Evangelical Christian statement of faith, experience and mission fit
- Enrollment in an MVNU MBA program
- Bachelor's degree required
- Experience with Microsoft Office
- Excellent written and verbal communication skills
- Excellent organizational skills
- General interest and experience in marketing
- Creative and analytical mind
- An understanding of the MVNU brand and culture
- Results oriented, quality and precision focused
- Must be able to lift up to 25 lbs

**Preferred Qualifications:**

- Writing
- Photography and photo editing
- Videography and video editing
- Creating and/or editing emails via email editor
- Creating or editing web pages via web content management system
- Working knowledge of basic HTML
- Working knowledge of graphic design software tools
- Basic understanding of GUI design

To be considered for this position, please email a resume to [humanresources@mvnu.edu](mailto:humanresources@mvnu.edu) and complete the application, found at: <http://mvnu.edu/jobs/application>. 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  
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.