



POSITION ANNOUNCEMENT
Social Media & Digital Content Coordinator

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 full-time, 12-month, **Social Media & Digital Content Coordinator**, for its Marketing and Communications Department on the Mount Vernon main campus. The position reports to the Director of Web Development and Communications and is available immediately, upon appointment of a successful candidate. The University pay grade for this position is "C", with a starting rate of \$13.16 an hour, which may be adjusted based on qualifications and experience. A full complement of benefits are provided including a health care plan, retirement contributions and tuition assistance, each subject to associated waiting periods. The candidate will also receive generous holidays, and vacation and sick days earned on an accrual basis.

Responsibilities for this position include:

Daily responsibilities:

- Develop, implement, and manage our digital strategy for each social media platform
- Develop a university-wide optimal posting schedule, based on customer engagement metrics and strategic analytics
- Analyze customer and user data to establish measurable social media benchmarks;
- Create engaging copy, images, and video content to sustain readers' curiosity and create buzz around news events/initiatives
- Research and implement the latest audience preferences, digital tools, and interactive trends
- Manage social media advertising including, but not limited to, Instagram/Facebook/LinkedIn ads
- Facilitate online conversations with constituencies and respond to queries
- Work with constituents across campus to curate content, assess needs, and build buy-in
- Manage and train a Digital Marketing Graduate Assistant
- Other duties as assigned

Expectations for the successful candidate:

- Evangelical Christian statement of faith, experience and mission fit
- Excellent written and verbal communication skills
- Broad understanding of web analytics
- Firm grasp of emerging digital tools
- Thorough understanding of digital touch points
- Preferred skills in photography, video, and graphic design
- Excellent interpersonal skills
- Insightful and perceptive
- Deadline driven
- Able to work in a team-oriented environment
- Ability to lift 25 lbs

To be considered for this position, please email a resume to 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.