



POSITION ANNOUNCEMENT
Digital Content and Social Media 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 full-time, 12-month, **Digital Content and Social Media Specialist**, for its Marketing and Communications Department on the Mount Vernon main campus. The position reports to the Executive Director of Marketing and is available immediately, upon appointment of a successful candidate. The University pay grade for this position is "C". A full complement of benefits is provided including a health care plan, retirement plan, and tuition assistance (for self and dependents). The candidate will also receive generous holidays, and vacation and sick days.

The ideal **Digital Content and Social Media Specialist** will have a strong desire to tell the stories of Mount Vernon Nazarene University through social and digital outlets in a way that effectively improves website traffic to build brand equity. This person must be creative, flexible, resourceful, and be able to pivot quickly if circumstances require.

Responsibilities for this position include:

Social Media Responsibilities:

- Develop, implement, and manage our digital strategy for each social media platform
- Develop and maintain a university-wide optimal posting schedule/social media calendar, based on customer engagement metrics and strategic analytics
- Create engaging copy, images, and video content to sustain readers' curiosity and create buzz around news/events/initiatives
- Proactively and enthusiastically engage with online community
- Manage paid social media advertising including, but not limited to, Instagram/Facebook/LinkedIn ads
- Analyze customer and user data to establish measurable social media benchmarks
- Research and implement the latest audience preferences, platform best practices, and interactive trends
- Work with constituents across campus to curate content, assess needs, build buy-in, and guide formation of approved independent social media channels through official Social Media Policy
- Photograph/shoot video (or coordinate with photographer/videographer on staff) of campus events for posting on digital media channels

- Work with the Executive Director of Marketing to set goals and develop a social media strategy to increase following and engagement

Digital Content Responsibilities:

- Develop content/copy for marketing initiatives for various modalities – email, web pages, blog, social, press releases, etc
- Strategically gather content for all digital channels (including website) that tell the stories of MVNU students, faculty, staff, and alumni
- Collaborate with Web and Digital Strategist to strengthen Search Engine Optimization (SEO) through all written digital content

Manage student workers and/or interns:

- Oversee and develop a social media team consisting of student workers, interns, and/or student photographers to assist with the creation, editing, and posting of social media/digital content.

Other duties as assigned

Expectations for the successful candidate:

- Evangelical Christian statement of faith, experience and mission fit
- Bachelor's degree preferred
- Excellent written and verbal communication skills
- Broad understanding of web analytics
- Firm grasp of emerging digital trends and best practices
- Thorough understanding of social media platforms and digital touch points
- Preferred skills in photography, video, and graphic design (including platforms like Canva)
- 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 is committed to fostering a non-discriminatory campus environment in which community members can learn and work. MVNU prohibits discrimination on the basis of race, sex, age, color, national origin, disability, marital status, or military service in the operation of all University programs, activities, and services. As a faith-based institution, the University is exempted from certain laws and regulations concerning discrimination. The University maintains the right, with regard to its lifestyle covenant, employment, and other matters, to uphold and apply its Christian beliefs related to, among other issues,

marriage, sex (gender), gender identity, sexual orientation, and sexual activity to the fullest extent permitted by law. Thus, MVNU attempts to make all policies and decisions within the doctrinal and moral convictions of the Church of the Nazarene (e.g., Articles of Faith, Covenant of Christian Conduct including the Statement on Human Sexuality and Marriage, Covenant of Christian Character, and the Statement on Discrimination, 915).