MOUNT VERNON NAZARENE UNIVERSITY

POSITION ANNOUNCEMENT
Website Manager

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, **Website Manager** for its in-house Marketing team. This position reports to the Executive Director of Marketing and is available immediately upon appointment of a successful candidate. A full complement of benefits are provided including a health care plan, retirement contributions and tuition assistance (self and dependents). The candidate will also receive generous holidays, and vacation and sick days.

Responsibilities for this position include:

Website Management:
- Manage and update the university website using our content management system (CMS) Wordpress;
- Ensure website content is accurate, up-to-date, and consistent with brand guidelines;
- Monitor website performance, and optimize for speed and user experience;
- Work quickly to troubleshoot and resolve website issues in conjunction with partners for hosting and/or development;
- Ensure website is accessible and responsive on all devices;
- Manage partnerships for all website hosting contracts, CMS updates, etc.

User Experience (UX) Enhancement:
- Continuously improve the user experience of the university website, ensuring intuitive navigation and responsive design;
- Review and analyze data from Hotjar to make informed changes to improve user experience;
- Conduct user research and gather feedback to inform design decisions aimed at enhancing user satisfaction;
- Develop and maintain integrations with multiple CRM systems used across campus – Technolutions Slate, Blackbaud Raiser's Edge, etc. – for greater web effectiveness and better user experience;

SEO and Analytics:
- Implement basic SEO strategies to optimize website content for search engines;
- Monitor website traffic, engagement, and conversion metrics in Google Analytics and provide insights for improvement;
- Lead SEO research, site updates, and content development through BrightEdge SEO or similar tools

Graphic Design (Preferred):
- Create visually compelling and innovative designs for website banners, graphics, infographics, and other digital assets;

General
- Pursue ongoing professional development to stay current on industry best practices and upcoming trends;
- Training and supervising student worker(s) for assistance with projects/maintenance;
- Other duties as assigned.

Expectations for the successful candidate:
- Christian statement of faith and mission fit;
- Bachelor's degree in Web Design, Graphic Design, Marketing, or similar/relevant field and/or equivalent experience;
- Experience with website management on a large-scale site (preferred);
- Experience and proficiency with the following technologies:
    - CMS: WordPress (preferred)
    - Google Analytics, Google Tag Manager, Google My Business (preferred)
    - SEO Platforms: BrightEdge, SEMRush or similar (preferred)
    - Code Languages: JavaScript, HTML, CSS/SCSS, SQL (preferred)
    - CRM, preferably Technolutions Slate and/or Blackbaud Raiser's Edge (preferred);

- Ability to communicate effectively – written and oral;
- Demonstrated ability and willingness to learn new systems and platforms;
- Ability to work well in a fast-paced team environment;
- Ability to manage timelines for multiple projects at once;
- Demonstrated organizational skills, with a high level of personal integrity and professionalism.
- Ability to interpret web and email data analytics and make strategic recommendations;
- Higher education related work experience (preferred);
- Basic understanding of graphic design (preferred);
- Copywriting/editing skills (preferred).

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
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).