



**POSITION ANNOUNCEMENT**  
**Admissions Content & Digital Engagement 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 **Admissions Content & Digital Engagement Manager** for its Traditional Admissions Office (College of Arts and Sciences) on the Mount Vernon main campus. The position reports to the Executive Director of Traditional Enrollment, and the start date is July 1<sup>st</sup> or upon the appointment of a successful candidate. 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, vacations, and sick days.

**Responsibilities**

In addition to managing core admissions social media channels, the Admissions Content & Digital Engagement Manager plays a broad creative and collaborative role across enrollment initiatives, campus storytelling, and emerging projects.

**Content & Platform Management**

- Manage and produce content for ZeeMee, ensuring an authentic, student-centered presence that supports recruitment and yield efforts
- Manage day-to-day operations of admissions social and digital platforms (e.g., Instagram, TikTok, YouTube, X, Facebook, ZeeMee), while identifying opportunities to expand into emerging or niche platforms relevant to prospective students
- Develop and execute integrated content calendars aligned with recruitment goals, admissions cycles, and institutional priorities

**Creative Development & New Initiatives**

- Contribute creative strategy, content development, and production support for new or evolving initiatives, such as podcasts, video series, blogs, or other experimental storytelling projects
- Collaborate with admissions leadership and campus partners to develop creative concepts from ideation through execution
- Support both short-term campaigns and longer-term creative ventures that strengthen brand awareness and prospective student engagement

**Graphic Design & Visual Communication**

- Design compelling visual assets not only for social media, but also for presentations, digital newsletters, email campaigns, slide decks, print materials, and other communications as needs arise
- Ensure visual consistency with university brand standards while adapting designs for varied audiences and formats
- Apply a strong design sensibility to layout, typography, and overall visual storytelling

### **Collaboration & Team Engagement**

- Serve as an active, collaborative member of the admissions team, contributing beyond social media where needed
- Participate in all-hands-on-deck events, including campus visits, open houses, major recruitment events, and special initiatives, working alongside admissions counselors, leadership, and campus partners
- Provide live and behind-the-scenes content coverage during key events and moments in the admissions cycle

### **Additional Support & Flexibility**

- Assist with additional creative, communication, or project-based work that advances enrollment and institutional goals
- Demonstrate adaptability, initiative, and a willingness to support evolving priorities beyond traditional social media responsibilities
- Perform other duties as assigned by the Executive Director of Enrollment

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### **Expectations for the Successful Candidate**

- Evangelical Christian statement of faith, experience, and mission fit
- Bachelor's degree in marketing, communications, journalism, or a related field
- Demonstrated experience managing institutional or brand social media and digital platforms
- Strong graphic design skills with the ability to create assets for multiple platforms and purposes
- Creative versatility and comfort contributing to a wide range of projects, from social media campaigns to presentations and experimental content
- Willingness to be actively engaged in campus life and admissions events, including responsibilities outside of standard desk work
- Strong organizational skills with the ability to balance structured responsibilities and evolving creative initiatives
- Available to work some evenings and weekends for designated events – may require overnight travel
- Collaborative mindset with a proactive, solutions-oriented approach

To be considered for this position, please email a resume to [mvnu.recruiting@mvnu.edu](mailto:mvnu.recruiting@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 mailed to:

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

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).