

MIT Job Description

Job Title: Comms & Mtg Administrator 2	Position Title: Assistant Director, Marketing Executive Degree Programs
Reports to: Associate Director, Marketing, Executive Degree Programs	% Effort or Weekly Hours: 100%
Department: MIT Sloan School of Management, Executive Degree Programs	

Position Overview:

ASSISTANT DIRECTOR, MARKETING, EXECUTIVE MBA and MIT SLOAN FELLOWS MBA PROGRAMS, to create and implement projects supporting an integrated marketing strategy and comprehensive plan for program communications, including, but not limited to email marketing communication, social media, digital and video content, recruitment collateral, and brand messaging.

The position will collaborate across Executive Degree Programs, non-degree, and MBA programs to identify, organize marketing projects, large-scale recruiting events aimed at mid-career executives, and execute marketing best practices and efficiencies. They will create and manage the associated timelines, resources, and personnel for all marketing projects, as well as executing outbound email campaigns (EMBA), blog, and social posts (EMBA & SFMBA), and video content of EMBA & SFMBA websites, specifically student and alumni testimonials. The position will also partner with program staff, faculty, students and vendors in the delivery of MIT Sloan’s world-class Executive MBA and Sloan Fellows MBA degree programs. On selected program delivery days/evenings (including up to 20 evenings, 20 Saturdays and 4 Sundays/year), the position will provide customer service and logistical support to students and visitors, including acting as a point of contact.

Principal Duties and Responsibilities (Essential Functions):**

1. Marketing planning and project Management (30% of responsibilities)
 - Develop and manage a detailed project schedule and work plan that includes:
 - A real-time news feed on student and alumni achievements
 - Cohesion of outbound emails (EMBA) and drip campaigns (EMBA), blog and social media posts.
 - Implementation of new marketing automation system and paid marketing campaigns
 - Determine and define project scope and objectives for both EMBA and SFMBA marketing initiatives.
 - Oversee and communicate project status updates with Executive Degree Programs.
 - Manage contracts with vendors and suppliers by assigning tasks and ensuring deliverables are met within the scope of the projected timelines.
 - Present metrics and project progression with program leadership, communicating recommendations based on measured KPIs.
 - Research and provide recommendations for marketing vendors and contractors based on launch of new projects
 - Plan and implement logistics for recruiting events aimed to encourage mid-career executives to learn more and apply to the MIT Executive MBA, including but not limited to booking event space, managing print mailings, and using data to accurately project success of event.
 - Partnering with Associate Director, monitor and allocate budget to projects when needed

2. Email Marketing communications (25% of responsibilities)

- Develop and manage the complete scope of mass communication emails to prospective and current students from conception to launch, including but not limited to content and image creation, copy development, and management of student data.
 - Oversee key data metrics from email marketing communication and create tests to achieve optimal success in deliverability and conversion.
 - Manage day-to-day builds of email templates in collaboration with Associate Director of Marketing.
 - Record and measure data from email sends that will influence future email marketing campaigns.
 - Manage test emails to internal seed list and aggregate feedback to ensure all copy, links, and subject lines are accurate and up-to-date.
 - Manage segmentation of audiences in partnership with marketing team.
3. Student and Alumni Engagement (15% of responsibilities)
 - Design and manage content calendars (EMBA and SFMBA) that tells the story of the programs and their impact through our students' and alumni's experiences.
 - Oversee main editorial process for creating and editing student and alumni blog posts.
 - Establish portfolio of student and alumni achievements and track information in CRM.
 - Manage photo/video shoots of students and alumni to be used in future marketing material.
 4. Digital Content Initiative and Differentiators (10% of responsibilities)
 - Maintain and update EMBA and SFMBA websites with relevant content, messaging, branding.
 - Provide insight into the Associate Director of Marketing's long-term content development and thought leadership plan that integrates positioning, messaging and online best practices.
 - Launch content initiatives.
 - Work with Associate Director to refine content strategy with a data-driven approach, and pivot accordingly based on market trends and lessons learned.
 - Assess competitors' programs and our positioning in the executive degree market while examining candidate lifestyle.
 - Recommends areas to explore in developing original content and/or images
 5. Social Media (10% of responsibilities)
 - Create original copy for social media posts
 - Recommend new strategies and tactics based on data measured regularly from in-platform social media analytics, social media management tools (i.e. Sprout Social) and Google Analytics.
 - Track communications and marketing projects in support of objectives.
 - Manage activities and logistics for events across social media.
 6. Program Delivery and Representation (10% of responsibilities)
 - On program delivery days (including approximately 20 evenings, 20 Saturdays and 4 Sundays/year), delivers high quality general administrative and logistical support, and acts as a point of contact for EMBA related inquiries.
 - Develops and delivers presentation to students and visitors, including but not limited to announcements, forums, information sessions and webinars.

Supervision Received:

Supervision is provided by MIT Executive Degree Programs Associate Director, Marketing.

Supervision Exercised: None

Qualifications & Skills:

Required:

- Bachelor's degree,
- Minimum three years communications experience.

- Expert knowledge of Sprout Social or similar
- Expert knowledge Google Analytics and Drupal.
- Experience in program, event, and project management.
- Experience using marketing automation tools such as Salesforce and Salesforce Marketing Cloud, or HubSpot

Preferred:

- Master's degree preferred.
- Five years related work experience.
- Experience with social media, email marketing communication, and content marketing campaigns.
- Experience in planning, implementing, and rolling out large-scale events aimed at mid-career executives
- Must have demonstrated prior experience to provide excellent customer service, build relationships, multitask, and work effectively in a pressured work environment.
- Must be a creative self-starter who is able to work effectively both individually and as part of cross-disciplinary teams that include staff from within the EMBA as well as other departments, faculty, and students.
- Strong organizational skills and excellent communication skills (interpersonal, oral, written, and presentation) vital.
- Attention to detail critical; proofreading skills vital.
- Must have flexibility to work on evenings and weekends (approximately 20/year) when students are on campus.

Competencies:

Contribute; Collaborate; Engage

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in position descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.