

MIT Job Description

Job Title: Custom Content Editor, <i>MIT SMR Custom Studios</i>	Position Title: Custom Content Editor <i>MIT SMR Custom Studios</i>
Reports to: Director of Business Development, <i>MIT Sloan Management Review</i>	% Effort or Weekly Hours: 100%/40 hours
Department: <i>MIT Sloan Management Review (MIT SMR)</i>	

Position Overview

The Associate Director, *MIT SMR Custom Studios* works with the *MIT SMR* Director of Business Development to develop and execute custom content programs for clients of *MIT SMR Custom Studios*, a dedicated, non-editorial group within *MIT SMR* that creates and distributes B2B custom content solutions (Custom Research and Surveys, Executive-Scholar Exchanges, Sponsor’s Viewpoints, Native Content and Advertorials, Webinars, etc.) for external advertisers and sponsors. The primary responsibilities for this position involve working directly with *MIT SMR*’s third party partner(s) to develop and produce content that is high quality, has integrity, and is consistent with the standards of *MIT SMR*. A key element of this role is Assisting *MIT SMR*’s partner(s) in managing various aspects of client relationships, troubleshooting challenges that arise, and providing oversight of an expense budget of ~\$275,000.

Principal Duties and Responsibilities (Essential Functions**)

Content Development and Quality Assurance

- Acts as the operational point person for all *MIT SMR Custom Studios* projects contracted.
- Shepherds, edits, and approves all textual, video, digital, webinar, and other *MIT SMR Custom Studios* content, in collaboration with third-party partners.
- Ensures that all custom content produced meets *MIT SMR Custom Studios* standards for content and research quality.
- Stay abreast of articles and reports published by *MIT SMR*’s Editorial teams so when topic overlaps occur, they can be managed collectively and effectively both for *MIT SMR*’s readers and Custom Studio’s sponsors and downloaders of its reports.
- Reviews survey drafts, data analyses and output slides from external partners.
- Adheres to guidelines for excellence and high standards set in collaboration with *MIT SMR* Editor in Chief.
- Attends quarterly meeting with *MIT SMR* Managing Director, Editor in Chief, and Director of Business Development to review *MIT SMR Custom Studio*’s most recent outputs, and upcoming sold projects to assure already-established distinctions between editorial and custom content are being adhered to and continue to be meaningful given the constant changes in the publishing industry.

Custom Content Acquisition

- Approaches MIT Sloan and other leading business school academics to obtain their participation in various *MIT SMR Custom Studios* outputs.
- Interacts directly with scholars, researchers and other thought leaders to further content creation.
- Leads efforts in capturing thought leader ideas from advertisers and sponsors and turning those ideas into valuable *MIT SMR* content.
- Sources scholar speakers for webinars and leads webinar content effort, liaising with speakers, clients, and moderator.

Project Management and Client Service

- Manage primary third-party partner(s) for *MIT SMR Custom Studios*, including writers, designers, project managers, researchers and others.
- Supervise *MIT SMR*’s partner(s) in creating and maintaining project schedules.

- Facilitates communication, conducts launch calls, troubleshoots, keeps projects on track and monitors production of high quality deliverables, on time and on budget.
- Supervises the partner's communications with clients, attends regular check-in meetings.

Sales Support

- Supports *MIT SMR* Custom Studios sales efforts by developing preliminary topic and research plans.
- Obtains cost estimates for proposals, and discusses content ideas and direction with clients in selected sales meetings with director of business development or other sales people.
- Offers editorial insight during sales process to help inform decision making, planning, and execution on custom products.

Strategy and Analytics

- Tracks all analytics for custom programs, to develop *MIT SMR's* understanding of response levers.
- Generates and presents updates and schedules both to external clients and to internal to *MIT SMR* groups (Digital Production, Marketing, Operations, and Managing Director).

Supervision Received

This position reports to *MIT SMR's* Director of Business Development. Due to the highly matrixed nature of *MIT SMR's* organization, there will be numerous additional interactions with both internal and external stakeholders, including with *MIT SMR's* Managing Director, Editor-in-Chief, Director of Digital, Head of Planning, Digital and Marketing.

Supervision Exercised

Position collaborates with manager of sales and marketing, as well as web producers, designers, and outside vendors and contractors.

Qualifications & Skills Required

- Minimum 5-7 years of experience working in a content development capacity, creating and producing traditional and rich-media content, and possessing strong editorial skills and project management abilities.
- Comfort with specific management and technology topics to be developed, researched, and published by *MIT SMR* Custom Studios is strongly preferred (though not essential for fast learners).
- Superlative organizational skills, with demonstrated ability to manage multiple editorial projects in a fast-paced, fluid, and deadline-driven environment.
- Ability to quickly grasp, distill, and evaluate numerous sources of information and then communicate the key points to others.
- Excellent leadership, interpersonal, verbal, and written communication skills, combined with ability to prioritize multiple agendas at various stages of the development and publishing cycles within programs.
- Working understanding of digital trends and metrics, particularly with respect to management and technology publishing, is highly desirable.
- Direct experience with custom publishing, research and survey development, market research, marketing, and/or advertising a plus.
- Comfortable and adept with web-based collaboration, project, and communication tools (like Slack, Trello, Jira, Asana, or the like). High level of proficiency with Microsoft Office programs (especially Microsoft Word, Excel, and PowerPoint). Familiarity with AP Style, WordPress, Qualtrics, and HTML a plus.
- B.A./B.S degree in the liberal arts and sciences; experience with journalism, data-driven initiatives, a sense of urgency, and being passionate about what you do are desirable attributes for this position.

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job 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.