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## MIT Job Description

<b>Job Title:</b> Associate Director	<b>Position Title:</b> Associate Director
<b>Reports to:</b> Scott Alessandro	<b>% Effort or Wkly Hrs:</b> 100%
<b>Department:</b> Sloan Undergraduate Education	

### **Position Overview:**

Sloan launched a new undergraduate curriculum in Fall 2016, going from a single major in Management Science to three majors in Management, Business Analytics, and Finance (with corresponding minors). The goal of our office is to support MIT undergraduates who enroll in our new curriculum, support MIT undergraduates who take Course 15 subjects, and increase the awareness of the offerings in Sloan amongst all MIT undergraduates. As of Spring 2018, there are 105 undergraduates majoring in Course 15 with another 50 minoring in Course 15. In addition, a little over a third of MIT undergraduates will take at least one Course 15 class during their MIT tenure, with the vast majority of these students not being a declared Sloan major or minor. Our office seeks to support all MIT undergraduates whether they major, minor, or take a course, and help all MIT undergraduates realize the value of engaging with Sloan in some capacity. In this role, the Associate Director will design and implement a broad-based communication and marketing strategy to achieve a greater awareness of opportunities available at Sloan for MIT undergraduates so as to drive growth in the number of Sloan majors and minors and the percentage of MIT undergraduates who take a Course 15 subject during their undergraduate studies. Provides academic advising and support to Sloan undergraduate majors and minors and meets with prospective students about Course 15 offerings. Responsible for planning and organizing programs and events for current and prospective Course 15 undergraduates.

### **Principal Duties and Responsibilities (Essential Functions\*\*):**

#### **Advising – 30%**

Works with Director and Assistant Director to monitor the academic progress of Sloan undergraduate majors and serves as part of the secondary advising team for students with faculty as primary advisors. Serves as Sloan advisor for secondary majors. Answers questions and provides advice to MIT undergraduates regarding Sloan major, minors, courses, research, and other opportunities. Stays informed about MIT resources available to support the academic, social, emotional, and career development of undergraduates. Attends conferences and keeps up to date on best practices in student advising and student support and works with the Director to implement these learnings to improve advising in the undergraduate office and advising by faculty advisors. Serves, ex officio, on the Sloan Undergraduate Education Committee and delivers the official minutes and follow up items from the meetings.

#### **Marketing and Communications – 30%**

Designs and implements a broad-based and comprehensive communication strategy to serve current Sloan undergraduate students and create awareness among MIT undergraduates of the different ways to engage with Sloan. Develops appropriate metrics for tracking the efficacy of the communication strategy. Responsible for the office's major communication vehicles, including print material, the undergraduate office website, and social media. Partners with the Sloan Office of Communications in gathering news stories for website and social media account and arranging photography. Seeks out new vehicles and strategies primarily for engaging with MIT undergraduates, while still ensuring that we are also connecting with and informing prospective high school students and parents about the unique differentiators of studying at Sloan in relation to other undergraduate

business programs. Regularly updates communication materials with new content and changes to curricula and ensures a coherent message and tone among all of the marketing and communication material.

### **Event Planning and Management – 30%**

Plans and manages Undergraduate office programs and events, including: Open house and information sessions, Senior Dinner, Welcome Back Reception, community luncheons, Lunch with Sloan faculty, MIT Family Weekend, and MIT Campus Preview Weekend. Ensures that events reflect and emphasize sustainability and creating a welcoming and inclusive community. Identifies and organizes additional events with the goal towards building a stronger Sloan undergraduate community and increased outreach across the MIT undergraduate community to bring a greater awareness of the curricular offerings in Sloan.

### **Additional Duties – 10%**

Fosters and maintains relations with central MIT offices and with other MIT academic departments to keep current on curricular and co-curricular initiatives that may present new opportunities for Sloan undergraduates and/or the Undergraduate Education office. Represents Course 15 at academic expos, information sessions, open houses and undergraduate administrators' roundtables. Prepares and monitors office budget and all budget accounts. Has authority to review and approve items not contained directly in the budget. Maintains familiarity with Sloan and MIT Information systems including MITSIS, WebSIS, MySloan, and SAP. Works with the Director and Assistant Director to develop, implement, and improve office initiatives. Other duties as needed or required.

### **Supervision Received:**

Reports to the Director of Undergraduate Education.

### **Supervision Exercised:**

No direct reports. Coordinate work of students and/or other staff as needed.

### **Qualifications & Skills:**

Bachelor's degree and 5 years related experience required. Master's degree and 3 years academic administration or related work preferred. MIT experience is highly desired, particularly working with students. Demonstrated interest or skills related to academic advising, marketing and communications and event planning. Individual must have excellent attention to detail, strong interpersonal communication skills, highly developed writing ability, and comfort with uncertainty and change. Mentoring skills and ability to work within a team environment is essential. Proficiency in Excel, Word, Qualtrics, Illustrator, InDesign, Photoshop, Ektron and Drupal.

*\*\* 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.*