

MIT Job Description

Job Title: Public Relations Administrator 1	Position Title: Assistant Director, Media Relations
Reports to: Director, Media Relations	% Effort or Wkly Hrs: 40hrs/week
Department: Office of Communications	Grade 7

Position Overview:

The Assistant Director, Media Relations works with the Director and Associate Director of Media Relations to secure positive media coverage of key MIT Sloan research, initiatives, and newsmakers.

This individual has an enthusiasm for journalism and a strong sense of what makes a story newsworthy. They have an interest in exploring new and emerging media relations practices and engagement, and are eager to learn about—and promote—new trends and findings in analytics, technology, finance, leadership, and the digital economy, among other areas.

The Media Relations team in the MIT Sloan Office of Communications creates and implements media outreach campaigns built around faculty research and areas of expertise, institutional priorities and initiatives, special events, and other newsworthy developments. The team connects current events and timely topics to position MIT Sloan as a thought leader, strategically engaging target publications to proactively communicate news and research to members of the global media — and global business leaders — across all platforms.

The media relations team works alongside others in the Office of Communications on broad institutional communications priorities, provides guidance to the broader MIT Sloan community and different departments, and collaborates with colleagues at different research centers and offices across the Institute on media projects and initiatives that enhance MIT Sloan's brand. The Office of Communications follows a hybrid work model, and this position offers opportunities for both remote and in-office work.

Principal Duties and Responsibilities: (totals 100%)

Media Outreach and Engagement – 50%

- Proactively pitches faculty research, MIT Sloan Ideas Made to Matter content, special events, and institutional initiatives to international, national, and regional media outlets. Pitches faculty to media related to timely topics and current events that connect with their areas of expertise and research.
- Uses knowledge of media outlets and reporter coverage areas to create targeted media lists to connect with and inform appropriate media sources of newsworthy developments and special events.
- Stays abreast of news coverage and trends in top-tier business publications. Develops timely news angles by making connections between academic research and current events unfolding across the globe. Brainstorms opportunities for opinion pieces and contributed articles by members of the MIT Sloan community, as well as potential opportunities for placement and amplification of those pieces.
- Develops relationships with media representatives both locally and around the world with the goal of securing media coverage in print, broadcast, and online media outlets.
- Responds to media inquiries in a timely manner—developing a sense of what inquiries are of value to MIT Sloan, and what challenges they may present. Works with the Director and Associate Director on statements and strategies for responding to media inquiries as necessary.

Writing and Editing – 35%

- Creates press releases, media pitches, and other content for the media relations website that reflects the high standards of the Office of Communications and conforms to Associated Press Stylebook guidelines.
- Conducts interviews with MIT Sloan faculty members and incorporates original research and quotes from individuals.
- Collaborates with the Director and Associate Director on developing, crafting, and editing opinion pieces and contributed articles from MIT Sloan faculty members and leadership.
- Works with the Media Relations Data Assistant to edit MIT Sloan in the News, a weekly summary of news and broadcast clips from around the world that spotlight the school and its community. Oversees its creation and delivery to the MIT Sloan community.

Media Strategy – 15%

- Collaborates with the Director and Associate Director to use media metrics analyses to develop and implement annual media relations team goals that align with broader departmental and institutional priorities.
- Explores new practices across the field of public relations, ways of building relationships with media members, and opportunities for creating moments of regular engagement with individuals and outlets.
- Connects with colleagues and departments across MIT Sloan to assist them in their media relations efforts that connect with team goals and strategic vision.

Other duties as assigned or required may include:

- Assists the Media Relations Data Assistant and Digital Product team in the OC to maintain faculty media updates on the MIT Sloan website and looks for opportunities to spotlight faculty members' areas of expertise.
- Meets regularly with MIT Sloan faculty, staff, and/or students to stay up-to-date on recent research developments, upcoming events, ideas for opinion pieces, and new initiatives.
- Collaborates with the Office of Student Life to assist with media training and advising for student leaders, organizations and groups, and conferences biannually and as needed. Prepares and maintains training materials and resources. Stays abreast of student conferences and events that are newsworthy and collaborates with other teams in the OC for promotion.

Supervision Received: Position overseen by the Director of Media Relations.

Supervision Exercised: N/A

Job Specific Qualifications & Skills:

Required:

- Bachelor's degree required.
- A minimum of three years of experience in a media, journalistic, public relations, or communications role.
- Proven ability to understand the needs of reporters, editors, and their news cycles; to understand what makes a good story in today's media landscape; to engage key external audiences.

Communication and collaboration

- Communicates effectively, both orally and in writing.
- Welcomes and actively listens to others' feedback, ideas, and concerns.
- Shares knowledge, assistance, and guidance to help others learn while completing tasks.
- Builds productive work relationships, and works well with others to solve challenges.

Strategic agility

- Identifies problems and opportunities for change and implements solutions.
- Possesses an openness for exploring and utilizing new technologies to make our work more collaborative and efficient.
- Demonstrates flexibility when there is a need to change, reprioritize, or shift focus or goals.
- Anticipates both problems and opportunities; acts accordingly.

Focus on fostering an inclusive community

- Contributes as a positive, proactive team member in a flexible, dynamic, and culturally diverse work environment that emphasizes building connections and community across the department and MIT Sloan.
- Advocates for and demonstrates an understanding of the qualities that promote and sustain a diverse community.
- Is open, welcoming, inclusive, and respectful of differences.

Proactive and decisive implementation

- Is self-directed and proactive while advancing work and achieving results on deadline.
- Able to prioritize and manage multiple tasks and projects.
- Seizes opportunities and contributes new ideas.

Preferred:

- A degree in English, Journalism, Communications, or related field.
- Experience in higher education is a plus, but not necessary.
- Familiarity with business, finance, and technology.
- Knowledge of social media, primarily Twitter, LinkedIn, and Facebook, email newsletters, and familiarity with multimedia. An openness for exploring and utilizing new technologies to make our work more collaborative and efficient is a plus.
- Use of Microsoft Office Suite, Google applications such as Drive, project management and collaborative tools such as Asana and Slack, media monitoring and public relations softwares such as Meltwater and Muck Rack.

Competencies:

Contribute; Collaborate; Engage

Additional Information

Work Environment:

The Office of Communications follows a hybrid work model.

Physical Requirements:

Work is mostly sedentary and majority of the time is typically spent in a stationary 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.*