

MIT Job Description

Job Title: Comm & Mkting Administrator 1	Position Title: Coordinator, Admissions Social Media
Reports to: Associate Director, Marketing	% Effort or Wkly Hrs: 100%
Department: MIT Sloan Admissions	

Position Overview:

The Social Media Coordinator is a key member of the Admissions Marketing team and manages projects to market the MIT Sloan Master's programs (MBA, MFin, MBAn, Sloan Fellows MBA, MSMS). This includes collaborating with the program offices, student services departments, and with the recruiting, operations, and evaluation teams within Admissions. The Coordinator is responsible for planning and implementing strategic digital marketing activities such as Admissions' social media presence and marketing content on top influencer sites. The Coordinator's focus will be to generate high-quality and diverse leads, drive event registrations, engage prospective students, and increase the number of applications. The Coordinator assists with the day-to-day operations of the marketing team and other Admissions activities, as necessary.

Flexible work schedule eligibility aligns with Admissions department guidelines.

Principal Duties and Responsibilities (Essential Functions):

Social Media (50%)

- Plans and implements digital marketing content strategy across social media channels (Facebook, LinkedIn, Instagram) in collaboration with Marketing team members and external agencies
- Develops and maintains the digital marketing content calendar, designing and writing content, based on marketing goals and messages
- Creates new social media campaigns coordinating efforts across distribution channels
- Enhances content by developing photography and video assets
- Works with current students to garner student-generated content and social posts

Event Promotion (20%)

- Collaborates across Admissions to coordinate promotional activities for recruiting events
- Plans, Implements, and Optimizes event promotion strategy, by analyzing UTM tracking data and presenting recommendations
- Posts, edits, and adds captions to recorded events
- Creates, updates, and maintains the event listing on external websites as well as key influencer sites
- Designs and creates materials for events using a suite of creative software

Marketing Coordination and Analytics (20%)

- Liaises with digital marketing agencies and other external vendors to create content and implement marketing tactics
- Creates and generates detailed weekly and quarterly social media metrics and develops complex reports
 - Evaluate overall strategy and individual platforms
- Proposes, develops, and implements innovative digital marketing ideas
- Manages School profiles & other content on top influencer websites



Other duties, as needed (10%)

- Assists at on-campus recruiting events
- Participates in other admissions projects

Supervision Received: Receives minimal supervision from the associate director; is expected to work independently.

Supervision Exercised: May train and coordinate work of student employees and/or temporary staff.

Qualifications & Skills:***MINIMUM REQUIRED EDUCATION AND EXPERIENCE:***

- Bachelor's degree required.
- Minimum of 1 year of experience in a marketing role required; 3 years preferred.
- Ability to excel in a fast-paced, team environment.
- Deals with confidential information and/or issues using discretion and judgment.
- Excel and PowerPoint proficiency. Experience with a CMS (WordPress, Ektron) and CRM (Slate) highly desired. Prior experience using the Technolutions Slate suite of products is preferred. Expected to use web-based tools, such as Slate, SharePoint and Qualtrics.
- Knowledge of social media and website metrics and best practices
- Demonstrated success in customer service.
- Skilled at multi-tasking, setting priorities and meeting deadlines.
- An appreciation of diverse cultures and backgrounds and the ability to communicate effectively with a wide variety of constituencies.
- Must show initiative and patience.
- Organized with attention to detail.
- Exceptional interpersonal, communication (oral and written) in order to represent Admissions, MIT Sloan master's programs to internal and external audiences.

PREFERRED EDUCATION AND EXPERIENCE:

- The ability and desire to work autonomously in a fast-changing team environment in a flat organization and to function equally well as an initiator, facilitator and implementer.
- Ability to work with/within a diverse community by modeling and promoting the values of MIT, including advocating for and demonstrating an understanding of the qualities that promote and sustain such a community

COMPETENCIES:

- Strong desire to **Contribute** – manages ambiguity and navigates change; demonstrates desire and drive for learning; is self-directed and proactive
- Willingness to **Collaborate** – works toward team success; collaborates with others; communicates openly and effectively
- Passion to **Engage** within the community – act with caring and a sense of community; fosters innovation and experimentation; builds diversity and inclusion

** 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.