

MIT Job Description

Job Title: Communications and Marketing Administrator 2	Position Title: Assistant Director, Digital Marketing
Reports to: Associate Director, Digital Marketing	% Effort or Wkly Hrs: 100%
Department: MIT Sloan Office of Communications	

Job Overview:

The Assistant Director of Digital Marketing plays a key role within the Office of Communications by bringing the ideas and insights of MIT Sloan's faculty, researchers, and alumni to an audience of global business leaders. The Assistant Director creates content that advances and amplifies MIT Sloan's marketing and communications initiatives and develops new channels of delivery for reaching the school's target audience. The Office of Communications follows a hybrid work model, and this position offers opportunities for both remote and in-office work.

Job Duties and Responsibilities (Essential Functions**):

Content Marketing and Emerging Opportunities (50%)

- Develops and directs new platforms and techniques that will expand the reach of MIT Sloan and meet schoolwide strategic goals.
- Creates content for distribution on new platforms to generate increased engagement with the global business leader audience.
- Develops materials for new areas of expansion, and executes plans for new efforts (e.g. live online events or video content).
- Optimizes [Ideas Made to Matter](#) editorial content for marketing efforts.
- Advises and collaborates with Associate Director on plans for platform expansion.
- Leads efforts for partnering with thought leaders and industry experts to advance the goals and visibility of MIT Sloan.
- May interact with vendors for projects including live online events, marketing for special editorial content packages, etc.
- Ensures efforts are inclusive and representative of the diversity within the business and management community.

Social Media Management and Content Creation (30%)

- Develops content for MIT Sloan organic and paid social media marketing.
- With the Associate Director, creates and manages social media posts, analyzes reporting data, and monitors social communications.
- Writes and edits editorial copy for posts on LinkedIn, Twitter, Instagram, and Facebook using brand guidelines.
- Develops graphics for use on social media and other digital marketing platforms.
- Assists with management of paid social and search campaigns.
- Advises news writers on creating content that is optimized for social media engagement.
- Identifies social media marketing trends, and informs on best practices.

- Monitors relevant online discussions, including those of peer and competitor accounts.

Web and Newsletter Production and Expansion (20%)

- Develops and executes strategic plans for expanding newsletter offerings and broadening the reach of Thinking Forward newsletter on new and existing platforms.
- Contributes to email newsletters, packaging Ideas Made to Matter content as insights for a global business leader audience.
- Creates and edits Ideas Made To Matter news articles within content management system.
- Following Associated Press style, proofreads articles for Ideas Made to Matter and Thinking Forward newsletter.

Other Duties

Performs other duties as required.

Job Specific Education

Bachelor's degree required. Degree in communications, marketing, or a related field preferred.

Job Specific Experience

Minimum of 3 years of experience in marketing, communications, or social media management preferred.

Work Dimensions

Communication and Collaboration

- 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.
- Demonstrates flexibility when there is a need to change, reprioritize, or shift focus or goals.
- Anticipates both problems and opportunities; acts accordingly.

Fostering an Inclusive Community

- 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.
- Seizes opportunities and contributes new ideas.

Level of Direction/Guidance

This position is supervised by the Associate Director of Digital Marketing.

Additional Information

Work Environment

Typical office working conditions. 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.