

MIT Job Description

Job Title: Comms & Mktg Administrator 2	Position Title: Assistant Director, Marketing, CDO
Reports to: Senior Associate Director – Marketing & Operations	% Effort or Weekly Hours: 100% or 40 hrs/wk
Department: Career Development Office	

Position Overview

Reporting to the Sr. Associate Director of Marketing & Operations, the CDO Assistant Director, Marketing plays a key role in increasing student, alumni, and employer engagement with the CDO through timely and relevant messaging and social media promotions reaching 1,500+ students and 12,000 employers. The Assistant Director contributes to overall communications and social media strategy, and writes and designs content for campaigns. Organizes campaigns, student messaging, content publication schedules, employer outreach, and social media for the Career Education, Executive Career Development, and Employer Relations & Recruiting teams. Researches and recommends career and industry content to share on career platforms. The Assistant Director is integrally involved in the student and alumni career stories project, including contacting leads, recording/editing interviews, and creating publication schedules. Supports diversity, equity, and inclusion by promoting career-related DEI content and events; and ensuring that student or alumni features represent the affinity communities at MIT Sloan. Effectively leverages CDO and MIT Sloan brand resources to create high-quality, engaging campaigns, educational resources, and marketing materials. Provides metrics to evaluate campaign performance. Collaborates with vendors providing advertising, photographs, and video content. Manages copyright requirements, researching and requesting permissions, as needed.

CDO team members are expected to spend two days each week in-person in the office.

Principal Duties and Responsibilities (Essential Functions)**

Collaborates with the Sr. Associate Director of Marketing & Operations on key marketing initiatives and contributes to and implements feature updates to improve user experience on the career portal used by 1,500+ students and alumni.

Contributes to and implements overall marketing strategy and recommends strategic opportunities for social media. Creates marketing collateral and messaging for 12,000 employer contacts to promote MIT Sloan portfolio, recruiting opportunities, events, and resume databases, in partnership with the Employer Relations & Recruiting team and the Sr. Associate Director of Marketing and Operations. Identifies and organizes projects including weekly career messaging for students, collaborating with the MBA, LGO, MFin, MBAn, and MSMS career advising teams to create program-specific messages that support 1000+ students with career development, full-time recruiting or internship recruiting information. Establishes timelines, communicates action steps, and proactively coordinates with staff to ensure timely completion. Organizes review of cross-organizational marketing materials, including Admissions' CDO content for the MBA, MFin, MBAn, SFMBA and EMBA programs. Collaborates with the CDO Associate Director of DEI on DEI marketing initiatives. Engages with students and alumni on Career Stories projects, collaborating with Sr. Associate Director to create and edit video and written stories about Sloanies' career experiences. Collaborates on creation of key CDO publications, including the CDO Year-in-Review and Employment Reports, working with Sr. Associate Director. (50%)

Coordinates with platform vendors on implementation of new designs and features to improve user experience. Assists career advisors in creating microsites, including visual designs, for special initiatives. Researches career and industry news, recommends content, and creates publication schedules for 12+ industry- and affinity-focused Career Communities, sourcing relevant content from MIT Sloan publications,

business sources, and CDO staff. Supports Alumni Industry Advisor program by maintaining the program site and 40 industry advisors profile pages. Analyzes portal engagement statistics to evaluate top resources and blogs and create plans to increase engagement with high-value resources. (30%)

Designs student and staff user guides for recruiting systems and technology, including our career management system and recruiting technology. Assists with design of presentation slides and instructional materials for MBA, MFin, MBAn, SFMBA, EMBA, and Alumni populations. (10%)

Participates in cross-organizational initiatives along with other CDO team members, including occasionally assisting at the Welcome Desk to answer student questions, and in-person and virtual CDO events and activities (such as the Career Fair or Student Club activities). (10%)

Other duties as needed or required.

Supervision Received

The CDO Marketing Coordinator will report to the Senior Associate Director – Marketing & Operations.

Supervision Exercised N/A

Qualifications & Skills

REQUIRED:

Education: Bachelor's degree

Experience: 3 years of communications experience

Experience coordinating projects for multiple teams in a fast-paced environment; using systems to manage communications and distribution lists and to track analytics.

Experience designing visual elements for publications, presentations, and social media.

Experience contributing to and implementing marketing activities in support of objectives and strategy.

Skills:

- Highly self-motivated with a demonstrated ability to work with multiple stakeholders to coordinate deliverables and meet deadlines
- Experience with content management systems, website design, email communication platforms and analytics
- Experienced in social media, including content creation and engagement analytics
- Excellent organizational skills; keen attention to detail
- Ability to work in a team environment and work in close partnership on projects
- Excellent communication skills; proofreading experience
- Strong MS Office skills. Experience with Outlook for emails. Experience with PowerPoint, Publisher, and Word to create presentations and documents.
- Basic HTML (including tables, expanding web parts) desirable
- Experience with Photoshop and/or Canva highly desirable
- Strong analytical and problem-solving skills for systems/website design and troubleshooting

Evening/night/weekend: Able to work extended hours during peak periods (approximately 3 months per year)

Travel: No expectation of travel.

PREFERRED:

Experience working in a customer-focused business environment.

Competencies: Contribute; Collaborate; Engage

*** 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.*