

MIT Job Description

Job Title: Comms & Mktg Administrator 3	Position Title: Associate Director, Communications Specialist
Reports to: Director – CDO Operations	% Effort or Weekly Hours: 100% or 40 hrs/wk
Department: Career Development Office	Grade 8

Position Overview

Reporting to the Director of Operations, the CDO Associate Director, Communications Specialist plays a key role in developing and executing strategic messaging to internal and external stakeholders including institute leadership, students, alumni, employers, and media. Collaborating with the Assistant Director, Marketing, the Associate Director contributes to the overall communications and marketing strategy by writing and designing original content for campaigns shared via various platforms as well as creating ad hoc messaging addressing timely organizational and market updates. Organizes campaigns, student messaging, content publication schedules, employer outreach, and social media content 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 Associate Director 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. Consistently engages with teams across the CDO and the MIT Sloan School to understand the goals, priorities and issues facing stakeholders. Anticipates and makes recommendations for timely messaging plans. Provides metrics to evaluate campaign performance. Manages copyright requirements, researching and requesting permissions, as needed.

Principal Duties and Responsibilities (Essential Functions**)

Executive Messaging: Engaging with the CDO Leadership Team, serves as communications strategist responsible for executing projects and initiatives that align with strategic priorities both long and short term. Applying an understanding of multiple complex audiences including current and prospective students, Institute leadership and alumni, develops, writes and edits on-brand content that showcases the unique value of MIT Sloan. (30%)

Market Insights: Using research and interview strategies, serves as lead writer on thought pieces communicating market information in a clear and accessible manner to diverse audiences both internal and external. (20%)

Marketing Collateral: Collaborating with the Assistant Director, Marketing contributes to and implements overall marketing strategy and recommends strategic opportunities for engaging stakeholders. Creates marketing collateral and messaging for 12,000 employer contacts to promote MIT Sloan portfolio of degree programs, recruiting opportunities, events, and resume databases, in partnership with the Employer Relations & Recruiting team. Engages with the Executive, Alumni, 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 of both planned and ad hoc messaging. Contributes in the creation of key CDO publications, including the CDO Year-in-Review and Employment Reports, while leading the storytelling and executive messaging portions of the publications. (20%)

Training Documentation: 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. (20%)

Participates in cross-organizational initiatives along with other CDO team members (10%)

Other duties as needed or required.

Supervision Received

The Associate Director, Communications Specialist will report to the Director, CDO Operations.

Supervision Exercised N/A

Qualifications & Skills

REQUIRED:

Education: Bachelor's degree in Communications, Public Relations, Journalism, or related field.

Experience: 5 years of communications experience

Experience writing impactful, direct and campaign messaging for a variety of audiences.

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.
- Exceptional written and verbal communication skills and proofreading experience
- Demonstrated storytelling ability while maintaining brand consistency.
- Experience with content management systems, website design, email communication platforms and analytics
- Demonstrated ability to develop strong relationships with stakeholders.
- 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
- 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

Travel: No expectation of travel.

Location: This has the option to be a fully remote role.

PREFERRED:

Experience working in a Public Relations or Strategic Communications role.

Masters Degree preferred.

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.*