



MIT Position Description

Job Title: Mgmt 3, Business Development SRS	Position Title: Engagement Director, CISR
Reports to: MIT CISR Executive Director	% Effort or Wkly Hrs: 100%
Department: CISR	

Position Overview: (include expectations for time/work on campus)

The engagement director will lead MIT CISR’s efforts to engage senior leaders of large organizations around the world using compelling academic research-based activities. Working with CISR’s executive and research directors, the engagement director will develop and execute a contemporary customer engagement strategy that 1) connects MIT CISR members/practitioners with MIT CISR content in ways that inform, hone, disseminate and amplify relevant research insights and 2) serves to attract and retain MIT CISR sponsor and patron firms. Responsibilities include defining an engagement model, developing and implementing a marketing and communications strategy, delivering MIT CISR content, overseeing the center’s technology foundation and digital presence, designing and hosting MIT CISR sponsor event programs, and establishing close cooperative working relationships with other offices within MIT Sloan and across the Institute. Regularly interact with prominent individuals in a personable and professional manner.

The engagement director will be expected to attend any in-person scheduled meetings and events; ideally the engagement director would spend 1-2 days per week on-campus. Some evening work is required as MIT CISR sponsors are located around the globe. Some travel is expected, both in-country and internationally.

Principal Duties and Responsibilities (Essential Functions):** (include percentages to equal 100%)

- **Connects MIT CISR members/practitioners with MIT CISR content in ways that inform, hone, disseminate and amplify relevant research insights (60%)**
 - Define and execute a customer success program to inspire continued investment from MIT CISR members and increase their loyalty and advocacy.
 - Develop relationships with liaisons and senior leaders in sponsor/patron companies to co-create success strategies and identify product gaps. Link companies with relevant research involvement opportunities.
 - Lead delivery of new technology solutions that reduce user engagement frictions.
 - Manages a portfolio of corporate members in selected industries.
 - Deliver MIT CISR research to sponsor/patron companies through MIT CISR events and channels, executive education, MIT Sloan alumni events, ILP, and other delivery activities, as needed to promote MIT CISR research to the MIT CISR community and the larger marketplace.
 - Consider ways to leverage the broader academic community for CISR’s engagement strategy.
 - Develop a customer-centric communication and marketing strategy for key engagement activities. Work with admin team to leverage social media communications, email channels, and the MIT CISR website to support the MIT CISR engagement strategy. Help companies learn how to extract value from MIT CISR research.
 - Regularly monitors and reports on progress against goals.
- **Serves to attract and retain MIT CISR sponsor and patron firms (40%)**
 - Overall responsibility for the recruitment and retention of new sponsors/patrons, including crafting joint customer success plans with our global community of 80+ organizations.
 - Design product offerings and develop sales materials and pricing models to appeal and meet the needs of the MIT CISR community, while staying true to MIT’s non-profit, academic research principles. Consider opportunities for scalable or automated offerings as well as select high-touch ones. Work closely with other MIT CISR Directors to inform and align with MIT CISR’s business model and research portfolio. Share deep understanding of the customer and end user experience and ensure that market needs are reflected in MIT CISR strategy.



- Facilitates productive and growing relationships between MIT and corporate and industry organizations domestically and overseas.
- Collaborates with leadership to develop strategy for overall corporate business development program and/or with other consortiums

Supervision Received: The Engagement Director will report to the Executive Director of MIT CISR

Supervision Exercised: The Engagement Director will supervise the Assistant Director, Digital Content & Technology

Qualifications & Skills:

The candidate must have extremely high standards in terms of quality of work, attention to detail, task organization and completion.

Required:

- Minimum 5 years in customer-facing customer success, industry, account management or strategic consulting role
- Speaking and interpersonal communication skills that resonate with senior management audiences
- Strong business acumen with a customer-centric mindset
- Creative and strategic thinker

Preferred:

- Graduate degree (Ph.D. preferred)
- Outstanding writing skills
- 3-5 years of academic writing and/or research experience (can include experience while earning academic credit)

Competencies:

Contribute

- **Manages ambiguity and navigates change** while being comfortable and confident working in a fast-paced and changing environment
- **Is self-directed and proactive** while advancing work and achieving results

Collaborate

- **Collaborates with others** while respectfully advancing organizational goals and achieving desired outcomes

Engage

- **Fosters innovation and experimentation** by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches

Lead

- **Focuses on impact and outcomes** while working to make a difference and achieve organizational goals
- **Initiates and sustains change** that creates value

Manage

- **Supports a culture of experimentation** by creating a safe environment for risk taking

*** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in position 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.*