



MIT Position Description

Job Title: Comms & Marketing Admin 1	Position Title: Coordinator, Admissions Website Marketing
Reports to: Associate Director, Marketing	% Effort or Wkly Hrs: 100%
Department: Sloan Admissions	

Position Overview:

The Marketing Coordinator is responsible for creating and publishing content for the MBA, MFin, SFMBA, MBAn, and MSMS websites, maintaining continuity of themes, designing layout, streamlining navigation with the objective of increasing online presence to potential students. Will work as a member of the Marketing team and with internal clients, program offices, and vendors. Should be familiar with publishing and design software and search engine analytics used to maximize traffic to websites. In addition to designing, writing, editing, and proofreading site content, this person will work closely with the technical team liaison in the Office of Communications to maintain site standards with regard to School-wide brand and messages. They will work to support other activities across the Admissions team, as needed.

Principal Duties and Responsibilities (Essential Functions):**

Website Coordinator (70%):

- Content management – Coordinate, review, approve and update website content for the MBA, MFin, MBAn, SFMBA, and MSMS programs.
 - General Content – application info, application tips, new campus map/tour, tuition, new brochures, FAQ’s, classes, etc.
 - Photos/Videos
 - Student Profiles – showcasing the community at Sloan
 - DEI Content
 - New program messaging
 - Student Interviews
- Maintain a website tracking system for managing updates
- Relationship building – work closely with stakeholders and build relationships around the Institute, specifically with program offices and other offices we collect content from.
- Events Management – coordinate and manage adding a high volume of events to our website in a timely manner.
- Analytics – work with the Web Project Manager and marketing team to evaluate website data and inform decision making for new and updated content.
- General Drupal maintenance and cleaning: maintain best practices
- Work closely with the Office of Communications to report bugs and give feedback on the Drupal CMS and user experience.

Marketing Projects (20%)

- Content generation: video production, photo shoots, etc.
- Assist with relationship building among affinity group clubs
- Other examples of marketing projects: proofreading emails

Admissions Recruiting (10%)

- Assist with recruiting events for prospective candidates
- Assist with AdMIT weekend



- Other adcom projects as needed

Supervision Received:

Receives minimal supervision from associate director; is expected to work independently and in collaboration with team members.

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 1 year of communications experience.
- Knowledge of website metrics and best practices
- Demonstrated success in customer service.
- Skilled at multi-tasking, setting priorities and meeting deadlines.

PREFERRED EDUCATION AND EXPERIENCE:

- At least 3 years of professional experience.
- Web Savvy: Knowledge of web design (experience in Drupal preferred), desktop publishing, photo editing and Google Analytics
- Problem solving: Creative skills to find interesting ways to present information. Must show initiative and patience. Willingness to try new things and open to new ideas that help meet team goals.
- Project Management: organizational skills, ability to meet deadlines and collaborate across the admissions team in addition to partners around the school. Ability to absorb information quickly and manage ambiguity.
- Reporting: ability to synthesize and analyze data, create dashboards and present key metrics
- Exceptional interpersonal, communication (oral and written) in order to represent Admissions, MIT Sloan master's programs to internal and external audiences. Friendly, sociable, and enthusiastic.
- Deals with confidential information and/or issues using discretion and judgment.
- The ability to work autonomously in a fast-paced team environment in a flat organization and to function equally well as an initiator, facilitator and implementer.
- Desire to work 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 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.