
MIT Job Description

Job Title: Director	Position Title: Director of Editorial and Creative Services, Office of External Relations
Reports to: Senior Associate Dean for External Relations and International Programs	% Effort or Wkly Hrs: 100%
Department: <i>Office of External Relations, Sloan School of Management</i>	Prepared by: Jake Berry, Interim Director
Date: 8/6/18	

Position Overview:

The Director of Editorial and Creative Services, Office of External Relations is responsible for the development and implementation of materials and services in the area of marketing and communications for the MIT Sloan Office of External Relations. The position directs the efforts of the editorial and design staff and manages the strategic, tactical and analytical levels with the other functions of the department. This position reports to the Senior Associate Dean of External Relations.

Principal Duties and Responsibilities (Essential Functions**):

Lead a team which includes a writer/editor, graphic designer and digital media manager (40%)

- Leverage MIT Sloan's key points of differences and value while ensuring consistency across all channels and adherence to core messaging, brand voice, style, and tone guidelines.
- Act as the creative liaison with project teams, with the responsibility for aligning creative/messaging strategies and communicating all aspects of the editorial and creative needs.
- Creates and maintains a clear vision for work being done by the team.
- Provides the strategic vision for printed material, the website, email and social media communications within the Office of External Relations.
- Partners with the Sloan Office of Communication, MIT Resource Development Office and the MIT Alumni Association.
- Drive effective processes to foster internal collaboration and enhance efficiency.
- Efficiently manage the day-to-day creative workflow of multiple projects simultaneously.
- This position will be responsible for hiring staff, developing staff, conducting performance reviews, approving work done by staff on a daily and/or weekly basis.

Data and analytics (20%)

- Responsible for creating, implementing and measuring the success of comprehensive marketing and communications programs across print, video, social and the website that will enhance MIT Sloan's image, meet stated objectives and advance our position with Alumni, donors and overall marketplace, and facilitate internal and external communications.
- Use data and analytics to create strategy and use that information to drive improvement.

-
- Help foster creativity and innovation in MIT Sloan's communications, harnessing new media and new approaches to tell MIT Sloan's story.

Oversee the publication of multiple alumni publications each year (20%)

- Oversee and project manage the design and production of the Sloan Alumni Magazine and Campaign Newsletter
- Provide Content strategy around types of articles, profiles
- Guidance of distribution methods and timing
- Manage vendors who are writing and designing the magazine

Leads special projects as assigned (10%)

- Projects may include branding projects, capital campaign communications plan, etc.

Supervision Received:

The Director of Editorial and Creative Services will report to the Senior Associate Dean for External Relations and International Programs. Oversight of day to day work will be minimal. The Director will meet regularly with the Senior Associate Dean to provide updates, approval and obtain clarification on projects.

Supervision Exercised:

The Director of Editorial and Creative Services supervises the writer/editor, digital media manager and multimedia graphic designer positions.

Qualifications & Skills:

Required Qualifications:

- Minimum 7 years of progressive responsibility in communications and/or marketing
- Bachelor's degree in related field, Master's degree preferred.
- A high level of cultural competency and the ability to work with a diverse group of students, colleagues, and community members.
- Be a consensus builder and inclusive leader with vision, patience, flexibility, and the ability to facilitate change.
- Must be thoughtful and exercise independent judgment, and yet able to engage foundation leaders, as appropriate, when making difficult and challenging decisions.
- In-depth understanding of audience-based communication, strategic planning, photography/video, online media, and graphic design.
- Proven track record of leveraging data analytics to make strategic decisions.
- Demonstrated ability to strategically lead large-scale projects involving many constituencies.
- Ability to create strong collaborative relationships with key leaders.
- Possess strong leadership abilities, project management skills, and familiarity with higher education.
- A content strategist with exceptional written and oral communication skills and ability to communicate effectively through written and oral presentations.

-
- Must be an excellent listener with good innovation and creativity skills.
 - Demonstrated ability to communicate with different audiences about higher education strategy and policy.
 - Must possess excellent organizational skills and have the ability to work independently while managing and coordinating multiple projects with minimal supervision; maintain high quality work and products that meet critical deadlines.
 - Ability to multitask at a high level of competency and accuracy performing detailed work.
 - Ability to synthesize information from technical and non-technical disciplines and then identify meaningful story angles for the appropriate internal and/or external audience.
 - Knowledge of employee, community, government, alumni, donor, and media relations principles and practices.
 - Must have expert level experience and knowledge efficiently utilizing a personal computer and related software including Microsoft Office (Excel, Word and PowerPoint), and internet software (Drupal).

Preferred Qualifications:

- Knowledge of the operation/function of higher education
- Knowledge of Advancement operations

** 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.