



MIT Position Description

NOTE: For instructions on filling out this form, please download our [Position Description Template with Instructions](#).

Job Title: M3, Digital Strategy	Position Title: Director of Technology, SMR
Reports to: Deb Gallagher	% Effort or Wkly Hrs: 40
Department: MIT Sloan Management Review	

Position Overview:

A digital leader for MIT SMR, sets and implements MIT SMR’s digital priorities. Manages cross-functional teams. Supports the revenue and content goals of MIT SMR through digital projects. As chief technological expert, oversees the management of all MIT SMR digital platforms: web site, mobile, e-reader, and others. Sets and reports on digital metrics. Identifies trends and upcoming new technologies that present significant opportunities for MIT SMR to achieve its strategic goals.

Principal Duties and Responsibilities (Essential Functions):**

Digital Leadership and Planning 20%

Leads and is accountable for ongoing digital transformation for MIT SMR. Sets digital roadmap for MIT SMR. Matches strategic and tactic challenges to technology solutions. Prioritizes projects, develops quarterly and annual goals, and implements projects to meet the goals. Directs scheduling, planning, resource allocation, and project teams for all MIT SMR development projects. Continually scans the digital horizon for emerging trends and best practices in digital publishing and reports on same to the MIT SMR team.

Project Management 20%

Initiates and manages all digital projects for MIT SMR. Provides project management for complex development projects. Directs cross-functional teams on new digital initiatives with editorial, marketing, and business development; sets project direction, designs project stages, leads all project meetings, ensures that deadlines are met, assigns responsibility and tasks, allocates resources, owns final project outcomes.

Partners and Integrations 20%

As integrations leader, influences and directs partner searches and selection for digital platform tools, and directs business owners in their searches for tech tools, leading the effort to develop requirements and evaluate options. Directs integration projects and teams, and overall owns the tech stack, understanding the interactions between tools. Responsible for external platforms/formats: Zinio, ebook, apps, etc. With edit team, devises the systems through which MIT SMR content flows onto digital platforms, including web site, apps, ebook, mobile, webcasts, and video.

Quality/Maintenance/Security 20%

Owns MIT SMR’s commitment to quality and security. Plays crucial role of assuring 100% uptime for MIT SMR’s content platforms. Manages all development projects for MIT SMR’s WordPress web site, including quality



assurance and testing. Directs the managed hosting partner. Oversees the day-to-day operations; ensures that editorial, marketing, circulation and advertising interests are considered in all online publishing activities. Manages site database and writes site code. Manages the site search appliance and other plug-ins. Manages debugging, site plug ins and tools, software updating, and security.

User Experience 15%

Co-owns the user experience for laptop and mobile sites. Leads the team in search optimization efforts, and continually scans for improvements to findability. Constantly evaluates and seek to upgrade the UX to optimize customer experiences for MIT SMR readers. Leads MIT SMR teams in addressing UX problems and bugs.

Analytics 5%

Purchases/manages analytical tools; provides analytics support to business units; evaluates analytics needs and sets up templates for users; finds them tools.

Supervision Received:

Reports to Head of Planning, Digital, and Marketing

Supervision Exercised:

Manages the backend developer, the managed hosting partner, and all external development partners. Manages other team members on cross functional projects. Works closely with the digital creative director. Interacts with all members of the MIT SMR team. Coordinates many outside contributors. Collaborates with personnel at fulfillment company, email service provider, hosting companies, and e-commerce provider. Provides input into performance evaluations and development planst as well as recruitment and hiring decisions for SMR.

Qualifications & Skills:

Bachelor's degree required in related field.

Minimum Seven year's experience managing digital platforms, preferably in a publishing environment required. Demonstrated experience managing complex projects with multiple stakeholders. Expertise in the digital content marketplace.

Advanced skills in WordPress, Git, PHP, and front-end web technologies (JS, CSS, pre-processors). Knowledge of PHP web stack apps and awareness of emerging web technologies (headless WP via Laraval, React, etc.) Ability to work in a team environment. Ability to listen well to diverse content, business, and production requirements and devise integrated solutions. Ability to manage 'client' relationships internally and externally. Ability to educate and explain technical issues to nontechnical staff or external providers to promote necessary competencies and common functional and conceptual understandings. Ability to manage conflict around competing goals and time pressures.

This position requires occasional work during evening hours, and on weekends and holidays.



Competencies:

Lead

1. Focuses on impact and outcomes while working to make a difference and achieve organizational goals
2. Influences others by gaining commitment, buy-in, and support
3. Initiates and sustains change that creates value

Manage

1. Supports a culture of experimentation by creating a safe environment for risk taking
2. Encourages openness to new ideas and fosters organizational learning by demonstrating flexibility of thought and encouraging experimentation
3. Encourages calculated risk-taking and allows room to learn from failures and mistakes
4. Embraces opposing viewpoints by creating a culture of debate and discussion
5. Recognizes opportunities and makes decisions that encourage innovation and experimentation
6. Demonstrates a willingness to withstand uncertainty and mistakes as team members explore new ideas, advocate unconventional or unpopular positions, or tackle challenging problems
7. Encourages team members to explore new possibilities and challenge themselves and others to reach new heights
8. Employs tools and methodologies (i.e. learning loops and after-action reviews) to foster critical thinking
9. Sets high expectations for thorough and rigorous analyses to support ideas that challenge the status quo

** 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.