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### MIT Job Description

<b>Job Title:</b> Comm& Mktg Administrator 1	<b>Position Title:</b> Marketing Coordinator, Executive Education
<b>Reports to:</b> Director of Marketing & Communications	<b>% Effort or Wkly Hrs:</b> 100%
<b>Department:</b> MIT Sloan Executive Education	<b>Grade 6 - exempt</b>

### **Position Overview:**

The **MARKETING COORDINATOR** is a key member of the MIT Sloan Executive Education marketing team and will be required to collaborate with internal and external stakeholders. The Marketing Coordinator will work full time executing a wide range of tasks in order to promote a large portfolio of executive programs with the ultimate goal of driving enrollments and client engagement. This includes, but is not limited to, writing social media posts and replies; updating and optimizing website content; writing and deploying targeted emails; creating and maintaining course brochures; and implementing various strategic marketing activities. The Marketing Coordinator will represent the brand at conferences and events and be involved in logistics and planning. In addition, the Coordinator assists with day-to-day operations of the marketing team and other activities as necessary. Role is eligible for hybrid schedule that aligns with Executive Education guidelines.

### **Principal Duties and Responsibilities (Essential Functions\*\*):**

#### **1) Content Marketing and Website (50%):**

##### **○ Content Creation and Management:**

- Creating original electronic and print marketing materials using Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Microsoft Office (Excel, PowerPoint, Word)
- Creating, coordinating, managing targeted email campaigns and journeys using Marketing Cloud
- Collaborating with the internal and external marketing team stakeholders to identify, write, proofread, and edit copy for print and email campaigns, website, and social media channels
- Managing print processes and overseeing vendor relationships
- Maintaining inventory of marketing materials and fulfilling customer requests
- Conducting interviews with faculty, participants, and other stakeholders to create content such as blog posts
- Taking and editing photos and videos of faculty, participants, events, and architecture
- Maintaining program listings in third party databases and event calendars
- Creating short promotional videos

##### **○ Website Optimization and Maintenance:**

- Updating website and creating new web pages using content management system (Salesforce Digital Experience and Commerce Cloud)
- Identifying enhancements to and testing implementation of website functionality
- Regularly monitoring and testing web pages to ensure information is up to date and accurate and all links work; resolving formatting issues and typographical errors; reporting issues; testing on mobile devices
- Working with agency to ensure website is optimized for organic search terms

#### **2) Conferences and Events (20%):**

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- Organizing logistics (e.g., prepare and ship materials, coordinate presence) and attending conferences (e.g., staff booth, administer contests, collect leads)
  - Engaging with conference and event attendees to generate interest in MIT Sloan Executive Education
  - Managing lead collection and nurturing via email
  - Producing live webinar and LinkedIn Live deliveries and managing related promotions

**3) Social Media (20%):**

- Posting to social media channels through Hootsuite including X, Facebook, Instagram, YouTube, and LinkedIn, engaging with followers, and providing customer service
- Collaborating with the marketing team to analyze social media performance and to optimize content strategy

**4)**

**Market Research and Analytics (10%):**

- Working closely with agency to analyze the performance of marketing campaigns and initiatives in order to plan future efforts based on data-driven insights
- Using Google Analytics and other tools to monitor, report, and analyze website, SEO, email, and social media performance
- Engaging with customers to organize survey input, contests, focus groups, photo shoots, and interviews under direction of Director of Marketing and Communications
- Accessing, updating, and creating reports and contact lists from marketing and customer relationship management (CRM) database
- Conducting competitive research of other executive education programs and monitoring competitor activity

**5) Other Duties as Required**

**Supervision Received:** Supervision is provided by the Director of Marketing and Communications

**Supervision Exercised:** NA

**Qualifications & Skills:**

***MINIMUM REQUIRED EDUCATION AND EXPERIENCE:***

- Education: BA or BS in related field, preferably in marketing, communications, or PR
- Minimum of one year of communications experience in a marketing department or agency;
- Strong analytical and critical thinking skills
- Proficient with Salesforce including: CRM, Digital Experience CMS, Marketing Cloud, and Commerce Cloud
- Experience with analytics platforms such as Google Analytics and Tableau
- Proficient with Microsoft Office and Adobe Creative Suite; desktop publishing skills required (e.g., ability to create flyers and simple graphics)
- Comfortable dealing with an executive audience by email, phone, and in person, and committed to ensuring a superior customer experience
- Excellent organization and time-management skills; able to manage multiple complex simultaneous projects under deadline pressure
- Strong collaboration skills; ability to work with internal and external stakeholders
- Superior written and oral communication skills; a strict attention to detail and accuracy is essential; strong proofreading skills and design sensibility
- Independent, self-motivated, strong service-oriented team player

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- Ability to think creatively to come up with new and unique ideas for executing marketing objectives
  - Flexible and able to adapt to the dynamics of the business of executive education; able to work evening and weekend hours on occasion, particularly around conferences and other events

*PREFERRED EDUCATION AND EXPERIENCE:*

- 3+ years of communications experience preferably in executive education or academic programs
- Experience in event planning and project management
- Photography and video recording/editing experience
- Experience with search engine optimization (SEO) and paid search

**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.