
MIT Job Description

Job Title: Mgmt 2, Business Development	Position Title: Associate Director, MIT REAP
Reports to: Director, MIT REAP	% Effort or Wkly Hrs: 100%
Department: MIT Sloan Global Programs	Grade 9

Position Overview:

Associate Director (AD) serves as a core team member sharing oversight and development of key programs and initiatives of the MIT Regional Entrepreneurship Acceleration program (MIT REAP) as well as the support staff for those programs. The role provides operational management and guidance to develop mutually beneficial relationships between MIT and clients for the purpose of generating revenue. The role includes responsibility for managing functions such as program creation and new client development, coordinating events and workshops to support the creation of new programs/recruiting clients, developing new initiatives and ongoing initiatives, and recruiting for program fellowships. The AD will develop new cost-effective processes and implement new technologies or tools that result in reaching overall programmatic goals set by MIT REAP Director and team. The AD will facilitate a healthy team culture of constant improvement, learning and problem solving. The AD works with MIT REAP Director and MIT Sloan faculty to refine the program including tracking measurable objectives that align with key programmatic outcomes. This includes collaborating and implementing detailed program design plans as well as new initiatives and models.

The position will be eligible for flexible work arrangements that aligns with Global Programs practice and will be required to be on campus when the programs, being managed, are visiting Sloan.

Travel will be required several times a year (sometimes internationally) for conferences, events and client meetings.

Principal Duties and Responsibilities (Essential Functions**):

- **New Client and Program Development (60%)**
 - New client engagement
 - Works to develop, refine and implement targeted client recruitment strategies to increase the number of leads by 100% and application yield for the Global program by 30-50% by managing the technology, budget and faculty/staff support to do so.
 - Leads and promotes new business development by cultivating relationships with prospects
 - Works closely with communications and marketing team to design, execute, and measure the effectiveness of marketing campaigns for lead generation
 - Proactively engages with leads and tracks their activities to inform them of the value of the program for them
 - Refines communication with prospective clients, monitoring team formation progress and synthesizes progress through bi-weekly reports for MIT REAP Director to continuously improve the approach to engaging new program clients
 - Develops the processes and data inputs for internal CRM and refines leads process to ensure increased applicant numbers and consistent quality in applicants. Shares data through quarterly reporting with MIT Sloan's other departments on which organizations are being engaged
 - Assesses lead potential by vetting all incoming leads and managing a strong pipeline at all stages of development. Additionally, shares reporting on pipeline
 - Represents MIT REAP at meetings with foreign delegations visiting MIT and presenting MIT REAP frameworks and solutions at internal or external conferences and events
 - Informs MIT REAP faculty and leadership about new leads development
 - MIT REAP program onboarding
 - Directs the program application process and assesses the strength of incoming applications
 - Leads the admissions process working with the Admissions Committee for each program and fellowship to finalize the accepted clients for the portfolio of programs under management
 - Manages the end-to-end contracting process with incoming clients
 - Incorporates new learnings from the team formation process into the overall sales process and responsible for creating and implementing best practices.
 - Monitors innovation strategies of 20+/- global regions and synthesizes information for key client sales meetings
 - Collaborates with others on developing case studies of MIT REAP teams' strategies, performance and impact
 - Program Development
 - Monitors competitive programs or organizations and incorporates best practices from outside the Institute into the program and proactively alerts faculty and staff to new developments in the industry
 - Identifies and recommends new strategic interventions and creates a roadmap/menu of programs and policies for MIT REAP teams to access during and post-program
 - Builds partnerships that support new strategic interventions and offer value-add for MIT REAP teams
 - Collaborates with staff team in the execution of the Global Innovation Gala, Alumni Events and ecosystem tours
 - Tracks MIT REAP teams progress and compares with other regions in each Cohort

- Designs tools, presentations and other communication materials to best synthesize team progress and allow for effective exchange of the information to prospects. Where needed will engage vendors to create effective communications materials
 - Supervises staff who manage all program scheduling, including Director's and program timelines and team travel and for incoming delegations, visitors and sales prospects
- **New Initiatives 15%**
 - Proposes the design and implementation plan of new initiatives such as REAP Team mentorship and affiliate program
 - Develops new program proposals and supports new model development by conducting appropriate primary market research
 - Implements the piloting of new programs and models, monitors impact, and advises on effectiveness of the pilot programs and models
 - Coordinates with MIT REAP teams, faculty and staff with regard to new initiatives
 - Evaluates, recommends, and implements enhancements and changes to initiatives
- **REAP Fellowship Programs (15%)**
 - Responsible for the growth and maintenance of the three possible fellowship programs offered through MIT REAP
 - Designs and leads recruitment, application and placement process
 - Evaluates, recommends, and implements enhancements to the programs
 - Serves as the primary point-of-contact to MIT REAP Teams, regarding selection and registration process, logistics, and timeline for fellows
 - Designs and manages the exit plan for fellows
- **Workshop Operations (10%)**
 - Collaborates with staff team on 3-day workshops with regions (2x per year minimum)
 - Oversees all MIT REAP team coaches/experts during Workshops (approximately 10-16 individuals)
 - Coordinates with staff team on key logistical decision making for Workshops (e.g., locations, site visits, tours)
 - Works with appropriate team members to create an overall annual plan for coordination with global regions, inviting speakers, and facilitating these Workshops in a systemic, effective way
 - Works with MIT REAP Director to modify strategies and key program design elements to ensure the success of the entire program and includes any future client facing opportunities to engage with other parts of MIT
- **Other duties as assigned or required**

Supervision Received: Associate Director is supervised by MIT REAP Director.

Supervision Exercised: Administrative Assistant II

Qualifications & Skills:

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

- Bachelor's degree required
- Minimum 3 years of experience in development, marketing, alumni affairs, or technology transfer.
- Experience in the entrepreneurial community through either starting a business or working with startup support organizations
- Strong Microsoft Office proficiency
- Strong Adobe Creative Suite proficiency
- Excellent verbal and written communication skills, interpersonal and customer service skills
- Highly developed communication skills for executive-level client management
- Great attention to detail, ability to work effectively with a diverse international population of faculty, sponsors, staff and graduate students
- Experience working with a team in international development program/project management

PREFERRED EDUCATION AND EXPERIENCE:

- Engineering and/or business degrees
- Completion of entrepreneurial education program such as MIT's Entrepreneurship Development Bootcamp
- Experience managing multiple third-party vendors and collaborators
- Experience in higher education

Competencies: Engage; Contribute; Collaborate; Manage; Lead

*** 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.*