
MIT Job Description

Job Title: Communications and Marketing Admin 2	Position Title: Assistant Director, Communications and Marketing , Global Programs
Reports to: Assistant Dean, Global Programs	% Effort or Wkly Hrs: 100%

Position Overview:

The Assistant Director, Communications and Marketing for Global Programs develops original content, including writing/reviewing collateral and coordinating events/campaigns, in support of the strategic goals and communications/marketing activities of MIT Sloan Global Programs (GP).

This position will be required to be on campus when the programs, being managed, are visiting MIT Sloan. The position will be eligible for flexible work arrangements, on a continuing weekly basis.

Principle Duties and Responsibilities

- **Writes, edits, and develops creative content and** collateral for internal and external audiences, including formatting and editing presentations for meetings and events. Develops content for print and digital communications and campaigns across multi- media: **50%**
- **Strategic Planning** for and implements routine and non-routine activities for items such as publications, social media, newsletters, advertising campaigns, annual reports, websites, and other outreach activities: **10%**
- Identifies and organizes projects and events including logistics and materials.
- **Manages copyright requirements**, including requesting and obtaining appropriate permissions, as needed: **10%**
- **Interacts with vendors** (e.g., agencies, graphic artists, film production) to produce content and ensure that deadlines are met: **10%**
- Researches and recommends areas to explore in developing original content.
- **Financial:** Tracks budget for programs/projects: **10%**
- **Compiles data and metrics** for input into measuring campaign performance: **10%**
- Provides recommendations on new standards, technologies, and trends in online communities.
- Focus on creating specific program and GP-wide branding, marketing, and messaging.
- Interviews MIT Sloan faculty, students, participants and affiliates for full feature profiles and success stories.
- Design web banners and graphics for electronic distribution for conferences, workshops and global MIT events where Global Programs has a presence.
- Coordinates press highlights with MIT affiliates
- Work with all programs of MIT Sloan GP to collect impact metrics and develop narratives, including for the annual report.
- Manage communications records for ongoing sales pipeline leads

-
- Maintain all sales related materials with most up to date information on all programs

Supervision Received: Reports to Assistant Dean, Global Programs. This position requires the ability to contribute independently with minimal supervision as well as the ability to work closely with multiple stakeholders across GP and the school.

Supervision Exercised: No direct reports

Qualifications & Skills:

Required:

- Bachelor's degree.
- Minimum 3 years of communications experience,
- Proficient use of Adobe Creative Suite, Canva, etc.
- Photography and videography skills
- Strong project management and leadership skills including scoping and managing complex projects, setting priorities, meeting deadlines, motivating teams, and managing budgets.
- Outstanding presentation skills.
- Passion to engage within the community – act with caring and a sense of community; fosters innovation and experimentation; builds diversity and inclusion.
- Must have experience, a strong desire for, and be comfortable with domestic and international travel.
- Microsoft Office (Word, Excel and PowerPoint) and video proficiency.
- Deals with confidential information and/or issues using discretion and judgment.

Preferred:

- Master's degree
- Prior university based global communications experience desirable
- Interest and experience in education, economic development, entrepreneurship, international business environments, and/or public policy and infrastructure investment highly desirable
- Familiarity with MIT Sloan and MIT education offerings highly desirable
- Strong desire to contribute – manages ambiguity and navigates change; demonstrates desire and drive for learning; is self-directed and proactive.
- Willingness to collaborate and engage – works toward team success; collaborates with others; communicates openly and effectively.
- Ability to manage and collaborate across teams.
- Ability to lead – focusses on impact and outcomes; influences others, initiates and sustains change.

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.*