

## MIT Job Description

<b>Job Title: Comms &amp; Mktg Adm 3</b>	<b>Position Title: Associate Director, GP Communications &amp; Marketing</b>
<b>Reports to: Director, Global Programs</b>	<b>% Effort or Wkly Hrs: 100%</b>
<b>Department: Global Programs</b>	

### Position Overview:

The Associate Director of Communications and Marketing works collaboratively as an important member of the Global Programs team. Responsible for producing internal and external communications about the programs including newsletters, direct mail, print publications, digital communications, event/campaign communications, sponsorships and other items intended for MIT Global Program's audiences.

Strategic planning and development of multiple media approaches (social, print, press- releases, conference campaigns, and student recruitment (Visiting Fellows) for broadening MIT Sloan's outreach for lead generation, internal MIT opportunities for faculty research, increased revenue, and existing program development. Strategic expectations and goals would also involve department specific newsletters, advertising campaigns and contracted work with select vendors.

Responsible for developing and delivering messaging and materials to internal and external audiences through a variety of channels. Using expertise in web, social, email, video, and print platforms, the Associate Director manages projects from concept through execution and collaborates in the development of strategies that result in increased engagement and participation.

MIT Sloan is devoted to its mission of developing principled, innovative leaders who improve the world and to generate ideas that advance management practice. The mission of Global Programs is to manage a portfolio of education programs aimed at improving the work that is geared towards universities, governments, entrepreneurs, and nonprofits around the globe, while providing teaching and research opportunities for MIT and MIT Sloan faculty.

Role eligible for flexible work schedule that aligns with Global Programs guidelines (a minimum of 2 days in the office). Must have flexibility to work when programs are on campus: evenings and weekends when needed, possible international travel.

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

#### **Digital Communications, Marketing Content and Deliverables (50%)**

- Create and execute short- and long-term strategies for digital channels to achieve identified goals for existing collaborations, Visiting Fellows tuition, and GP Endowments to increase of capital, ROI/annual margins for Global Programs as a profit center, and new lead opportunities while ensuring content is engaging and on brand.
- Oversee Global Programs communications calendar and provide strategic guidance on email marketing, including timing, structure, design, and content.
- Adhere to multiple contracts managed by Global Programs for marketing and communication deliverables under fees for service models.
- Identify and present opportunities for consistency in messaging, storytelling, and world-class faculty engagement – including faculty research and publications.
- Identifies, and develops, edits, and formats a range of diverse creative content for website and digital campaigns, including newsletter and other digital publications.
- Provide thought-leadership on communications and social media tactics, as well as emerging trends in digital communications and general best practices.
- Maintain, monitor, and update social media accounts. Ensures that content and materials produced fit broader goals and meet the needs of the intended constituencies.
- Manage paid social campaigns from strategy through execution.
- Act as a liaison to MIT Sloan Office of Communications, program offices and MIT Central.
- Leads efforts to build online and offline communities and capture and engage new audiences.
- Track and analyze email marketing and website campaign results to develop efficient and effective campaigns through refined templates, content, and segmentation strategies.
- Conceptualizes uses for print and digital technology across multi-media platforms; recommends uses to senior staff.
- Manages copyright requirements, including requesting and obtaining appropriate permissions as needed.

**Project Management (30%)**

- Implement new communications/marketing projects and activities that support Global Program goals and objectives/strategies.
- Development of GP Annual Reports:
  - GP Annual Report
  - MSLAO Annual Report
  - MSAO (new Thailand office – MIT Sloan ASEAN Office Annual Report)
  - MSLAO Council Report
  - REAP Annual Report
- Partner with GP Leadership team to create a robust communications strategy for prospect events, leveraging internal staff resources and freelancers when necessary.
- Coordinates press highlights with MIT affiliates and international press agencies.
- Manages all copyright requirements and works with all program collaborations for adherence to MIT branding guidelines, including MIT TLO.
- Manage workstreams for all communications deliverables including graphics, editorial content, interactives, and video.
- Conferences, Workshops, Webinars: Manage all marketing, communications, branding for GP's conference and workshops including, MSLAO, Thailand Office, Global Business School Network, QUT Webinars and other conferences managed/sponsored by Global Programs.

**Analytics (20%)**

- Develop, monitor, and report on key performance indicators to generate better insight into our print and digital communities and provide recommendations for improvement.
- Assess new standards, technologies, and trends in online communities.
- Track effectiveness of campaigns on social media, e.g., LinkedIn, Twitter, Instagram.
- Analytical evaluation of workshops and conferences; social media impact, trending percentages, lead generation.
- Vendor review for measurement impact; cost evaluation, competitive advantages and impact for deliverables
- Analysis of tuition revenue marketing campaigns for Visiting Fellows, MSMS, and other degree programs resulting with GP's collaboration agreements for student applications.
- Manage communications analytics for ongoing sales pipeline leads and business development.

**Other duties as required and needed.**

**Supervision Received:** Reports to the Director, 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 MIT

**Supervision Exercised:** N/A

**Required Qualifications & Skills:**

- Education: bachelor's degree required preferably in communications or related field
- 5+ years of experience in communications/marketing
- 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.
- Experience and desire for domestic and international travel
- Microsoft Office (Word, Excel and PowerPoint) proficiency
- Deals with confidential information and/or issues using discretion and judgment.
- Proven digital and social media literacy.
- Strong project management skills: ability to prioritize and manage multiple tasks effectively.
- Excellent written, oral, and editing skills
- Experienced in multi-channel and digital marketing communications.
- Ability to perform effective strategy.
- Proven relationship-building skills
- Dedicated to providing top-notch customer service.

- Effective interpersonal skills: ability to work independently and across teams
- Thrives working in a fast-paced environment.

**Preferred Qualifications & Skills:**

- 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 – focuses on impact and outcomes; influences others, initiates and sustains change.

**Competencies: Collaborate; Contribute; Engage; Manage**

*\*\* 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.*