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## MIT Position Description

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| <b>Job Title: Comms &amp; Mktg Administrator2</b>        | <b>Position Title: Communications &amp; Engagement Associate</b> |
| <b>Reports to: Mktg &amp; Stakeholder Engagement Mgr</b> | <b>% Effort or Wkly Hrs: 100%</b>                                |
| <b>Department: Legatum Ctr</b>                           |  |
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### **Position Overview:**

The Legatum Center for Development and Entrepreneurship at MIT is a central resource for the MIT community looking to accelerate global prosperity and alleviate poverty in the developing world through innovation driven entrepreneurship. Our programming supports MIT students and entrepreneurs around the world to develop the knowledge, skills, networks and mindset they need to bring their ideas to reality, with the goal of creating the next generation of global entrepreneurial leaders that are optimized for impact.

The Legatum Center is looking for a Communications & Engagement Associate to provide a creative yet consistent voice for the Center through crafting and delivering original content such as blogs, podcasts, short form videos, articles, newsletters, website content, press releases as well as high-level documents including concept notes, fundraising materials, reports, presentations, and speeches. The Associate will also be fully responsible for all social media channels of the Center.

For some projects, the Communications & Engagement Associate will partner with the team in order to synthesize the team's ideas into relevant and compelling communication pieces. At other times, they will work autonomously. They must be flexible in writing styles: (a) concise when drafting key take-away messages and talking points; (b) inspiring when producing longer human-interest stories about students; (c) appealing yet precise when explaining fact-based data around the impact students and entrepreneurs are having in the world.

The Communications & Engagement Associate will provide general guidance to the staff for consistent messaging. They will organize and manage in a central location all communication pieces they produce with the understanding that the team may repurpose items for their program use.

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

**50%** Responsibility for developing and creating original content for all Legatum communications, as well as assisting with the development, distribution and dissemination of the Center's Thought Leadership.

- With input from the team and support from Marketing & Stakeholder Engagement Manager, plan and implement a Center-wide marketing & communications strategy.
- Write, edit, and develop original, creative content for internal and external audiences for the Center through delivery of content such as blogs, podcasts, short form videos, website content, etc.
- Manage the Center's social media platforms and monitor media channels associated with current and alumni Fellows and stakeholders. Propose and execute thoughtful social media campaigns for each major program area at the Center. Monitor analytics and report on successes and failures of communication campaigns and strategies.
- Own the Center Blog. Create a Blog timeline, manage guest authors and propose relevant topics.
- Establish target audiences and increase audience size and engagement across the Center's communication mediums.

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- Identify key themes and topics, based on Center initiatives, positions, and target stakeholder groups. Develop a calendar and set the agenda for dissemination.
  - Support the Center Podcast. Collaborate on guest speakers, topics, questions, themes and interviews for the Center Podcast.
  - Write reports (such as quarterly and annual report) and fundraising materials. Tasks include:
    - Drafting goals and work plans for reports with the Executive Director
    - Working closely with the team to identify existing or required content (written, graphical and photographic)
    - Identifying and supervising graphic designers (consultants)
    - Working with professional printers and managing the printing process including quotes and proofs
    - Creating realistic timelines and budgets
  - Monitor and update website content, including events, current news items, and programming.
  - Create and maintain a marketing and communications materials depository.
  - Craft project proposals (or concept notes) – using templates and with clear direction on the goals of the concept note; identify and communicate key components
  - Write original content for scripts, speeches and talking points for a variety of audiences ranging from board meetings to international conferences. This requires research on the event topics, venue and participating organizations; with guidance from Executive Director on the goals of the discussion, develop talking points; may need to develop complementary materials, such as a PowerPoint presentations, agendas, hand-out overviews or other supporting materials.
  - May write or contribute to case studies.

#### **35% Center outreach, engagement, and event management.**

- Write original pieces that introduce/inform the outside world of the Legatum Center's work, such as writing/ghost writing articles and blogs, video scripts, social media exposure, quarterly newsletters, press releases, etc.
- Prepare thoughtful and strategic timelines for all media activities; recommend and communicate to the staff their involvement as well as work with staff to meet deadlines
- Ensure that MIT's guidelines and strategies for the MIT and Sloan branding guidelines are adhered to.
- Attend speaking engagements, virtual or in-person, when Center staff are presenting.
- Work closely with the Stakeholder Engagement Manager and Executive Director to establish new networks that enhance the Center's portfolio of advisors, partners, investors, and stakeholders.
- Create and implement a strategy for engaging Legatum Center Alumni, including hosting events, employing networking tools, and periodic check-ins.

#### **15% Knowledge Management & other requests**

- Implement a process that captures and shares lessons and metrics from network engagements, events, workshops, and interactions.
- May be asked to partner with or assist with center events or programs as needed
- May be asked to attend MIT or outside events (including after-hours and weekends) as a representative of the Legatum Center
- Available for possibility of travel with this position.

#### **Supervision Received:**

This position reports to the Marketing & Stakeholder Engagement Manager. Candidate should be able to manage work with minimal supervision.

#### **Supervision Exercised:**

Interns and consultants when necessary

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## **Qualifications & Skills:**

### REQUIRED:

- Bachelor's degree in related field
- Minimum of 3-year communications experience

### PREFERRED:

- Master degree
- Excellent command of written and spoken English.
- Strong editing skills; familiarity with a common style standard such as APA or MLA. Must have at least one year of blogging online or equivalent style in a different medium.
- Previous case writing experience is a plus.
- Strong all-around social media skills required. S/he will be able to juggle multiple assignments under deadlines, while also proposing new ideas and keeping pace with the ever-changing media/social media landscape.
- Must be able to clearly communicate materials needed from others. Will ultimately be the person responsible for delivering quality materials by the agreed upon deadline.
- A strong understanding of MIT preferred; knowledge of emerging markets and the entrepreneurship space is a must.
- Skill using Microsoft Office, social media platforms, and email marketing applications is required, along with willingness to use and/or learn other technologies.
- Some knowledge of Adobe suite, WordPress and audio recording products is a plus.

Candidate will be able to successfully manage priorities of several programs effectively. Seek a highly-motivated team player who is able to work both collaboratively and independently; ability to prioritize and coordinate multiple projects simultaneously in a fast-paced environment.

## **MIT Sloan Competencies**

Candidate must be able to demonstrate the following competencies:

### **Demonstrate strategic agility**

Demonstrates flexibility when there is a need to change, reprioritize, or shift focus or goals

### **Develop the potential of self and others**

Participates in learning opportunities and applies the learnings to the work

### **Focus on the Customer**

Provides courteous, timely and professional service even in difficult situations

*\*\* 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.*