



MIT Position Description

<b>Job Title: Mgmt 3, Comms &amp; Mktg Generalists</b>	<b>Position Title: Director of Marketing &amp; Stakeholder Engagement, Legatum</b>
<b>Reports to: Executive Director</b>	<b>% Effort or Wkly Hrs: 100%</b>
<b>Department: Legatum Center for Development and Entrepreneurship</b>	<b>Grade: 10</b>

**Position Overview:**

This is a full-time hybrid role with 80% on campus in Cambridge and 20% remote.

Leads the development and drives collaborative efforts to increase the Legatum Center’s engagement with core stakeholders, expand overall outreach through marketing and communication activities, as well as oversee the design and execution of core Center events. Builds the Legatum Center’s marketing and stakeholder engagement strategy.

Collaborates with School and Center leadership to shape delivery and outcomes of communications/marketing strategies and activities. Conceptualizes, writes, and approves content for a variety of projects that could include individual proposals, brochures, event invitations, feature articles, videos, press releases, etc. Directs staff in developing content and materials based on deep understanding of multiple complex audiences. Plans and implements traditional and multi-media plans in support of planned launches, events, and School and Center announcements. Leads projects with vendors, agencies, and consultants to develop communications plans, materials, and events. Serves as an adviser on issues related to communications /marketing. Networks with and influences stakeholders (e.g., communication/marketing departments of DLC(s), media partners, community leaders, and governments) to achieve communications/marketing objectives of own DLC. May manage press and media relations. May provide communications training to team, faculty, and/or staff. Will prepare the Legatum Center’s social media plan for engagement.

Oversees audience analysis and targeting of messaging to ensure program performance. Establishes tracking tools for internal communications/marketing systems and programs; measures and analyzes data to inform strategy. Manages budget for multiple projects, programs, campaigns, and/or events.

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

**30% Marketing & Communications:**

- Strengthen the position of the Center and Legatum brand through the design and oversight of a digital media strategy
- Align staff on the shared vision of the Center and communications of programs, initiatives, and research.
- Responsible for the website, web marketing and analytics
- Oversee the production of the Legatum Center Podcast in close coordination with the Director of Research and Thought Leadership.
- Develop promotional materials as needed.
- Represent the Center at events on and off campus

**30% Outreach and Partnership Building:**

- Design and implement a robust stakeholder engagement strategy in collaboration with the Executive Director
- Support donor cultivation and stewardship in collaboration with the Legatum Center Fundraising Team Task Force
- Identifying and engaging strategic partners for the Center
- Support the identification of networking opportunities for Center staff in addition to attending networking events as needed.
- Work with Global Initiatives and Fellowship team to identify, plan, and execute recruitment strategies, campaigns and events.

**20% Event Management:**

Responsible for leading all major Center events including, but not limited to: 1) The Legatum Center Annual Forum, 2) Student Fellowship Demo Days, 3) Foundry Fellowship Closing Event, and 4) Legatum Center Speaker Series and Webinars.

**15% Networks:**

Responsible for oversight of the establishment of both a university network and a venture capital network. This will include:

- Working closely with a consultant who will design a framework for each network



- Fundraising to support the seed financing of the networks
- Full oversight of network engagement

**5% Advisory Board:**

Act as main focal point for the Legatum Center Advisory Board. This includes working closely with the Executive Director to:

- Organize two Advisory Board meetings a year (one virtual and one in person)
- Prepare all Advisory Board meeting material, including the drafting of Advisory Board minutes
- Draft quarterly Advisory Board updates

**Other duties as assigned or required.**

**Supervision Received:** Reports to the Executive Director

**Supervision Exercised:** Communications Coordinator

**Qualifications & Skills:**

**Required:**

Bachelor's degree in a related field

Minimum 5 years of communications and marketing experience

Creative, analytical and collaborative thinking are essential for success in the role.

Creative thinker with strong communication, writing, copy-editing, and interpersonal communication skills.

Experience in managing and engagement stakeholders/partners is required.

Responsible for understanding and complying with all MIT and Sloan communication and event guidelines and will be responsible for explaining these policies to others when necessary.

Organizational skills, professionalism, the ability to multi-task and work collaboratively with global partners, across MIT and within a team setting and meet deadlines are critical to the success of this role.

**Preferred:**

Minimum of five years of professional or educational experience in marketing and events planning.

Must have strong technical skills in the following areas: design software (such as InDesign, PhotoShop, Illustrator, or other), Powerpoint, social media, and web development.

Familiarity with Microsoft Office suite is required.

Must have excellent communication and writing skills, be highly organized, and comfortable working within deadlines.

Must be able to work independently as well as in a team.

Experience in managing and engagement stakeholders/partners is required.

**Competencies:**

**Collaborating and building relationships**

- Builds relationships with key stakeholders and grows a trusted network inside and outside MIT

**Communicating with influence**

- Develop and communicates a clear and compelling vision that moves others to act

**Fostering an inclusive community**

- Promotes a vision for a climate of respect and inclusion

**Supports a culture of experimentation** by creating a safe environment for risk taking

- Encourages openness to new ideas and fosters organizational learning by demonstrating flexibility of thought and encouraging experimentation

**Manages people and teams** by providing direction, support, and encouragement to accomplish organizational goals

**Initiates and sustains change** that creates value

*\*\* 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.*