

## MIT Job Description

<b>Job Title:</b> Program/Project Administrator / Program / Project Administrator	<b>Position Title:</b> Program Manager for MicroMasters Program in Finance
<b>Reports to:</b> Assistant Dean, MFin Program	<b>% Effort or Wkly Hrs:</b> 40 hours
<b>Department:</b> Master of Finance Program	

### **Position Overview:**

MIT Sloan is launching a MicroMasters program where online learners anywhere in the world can earn a professional or academic credential in the field of finance.

This newly created Program Manager role will independently manage multiple projects from inception to completion related to the launch and ongoing operations of the MicroMasters Program. In addition to implementing and managing all operational activities, the Program Manager will lead marketing and communications working closely with Office of Open Learning and engage and build a strong online community of learners enrolled in the MicroMasters program on the edX platform.

The Program Manager will be responsible for establishing and tracking KPIs, reporting trends to Assistant Dean and Faculty, and recommending strategies for maintaining or improving outcomes.

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

#### **Program Operations and Marketing & Communications (60%)**

- Establish and lead operational practices for the MM program in Finance.
- Collaborate with MIT Office of Open Learning (OOL) marketing team on program launch and subsequent marketing events.
- Work with finance faculty and Digital Learning Fellow to establish course schedules for online learners.
- Analyze and understand learner behaviors and devise strategies to create best online experience leading to positive outcomes.
- Approve copy for website, email campaigns, and social media channels. Maintain FAQs.
- Write content for and design presentation materials for meetings. Produce reports and charts, and present as necessary.
- Organize and participate in marketing events for the MicroMasters program.
- Establish KPIs and report dashboard to key stakeholders.
- Conduct competitive research of other online finance programs and monitor competitor activity.
- Collaborate within MFin Program Office and across MIT Sloan shared services on recruiting MM learners and integrating blended learners into residence program.

#### **Community Engagement/Webinars (35%)**

- Formulate and drive strategy for creating an engaged online community.
- Establish best practices for high course completion and conversion rates.
- Curate content, write and issue quarterly newsletters to learner community.
- Manage learner questions through ZenDesk ticket system, and logistical questions on edX forum platform discussion channel.
- Analyze learner feedback through ZenDesk tickets, proposes continuous updates to MM team, and adjust FAQ web page as needed based on patterns.
- Oversee webinar sessions on courses, MM credential, blended program and pathways schools.
- Schedule and host regular UnHangout sessions with general learners after posting announcements on course forums.
- Provide support with organizing and hosting yearly webinar sessions through On24, which include one Marketing Webinar managed by ODL and general webinars organized by MFin.
- Interact with student body to collect and analyze feedback for continuous improvement. Report on findings and make recommendations as necessary.
- Run the MicroMasters Open Learning Portal for MFin.
- Maintain and report metrics regarding learners and outcomes. Make recommendations for improving outcomes.

#### **Program Collaboration (5%)**

- Collaborate with Digital Learning Fellow as needed.
- Other duties as assigned.

#### **Supervision Received:**

Reports to Assistant Dean for the Master of Finance Program.

#### **Supervision Exercised:**

None.

#### **Qualifications & Skills:**

- Bachelor's degree in marketing, planning, administration, education, or equivalent
- Minimum of three years of experience (five or more strongly preferred) in project management and/or marketing experience
- Strong project management skills, attention to detail, and ability to manage multiple priorities
- Ability to build strong working relationships with teammates, staff, and business partner
- Proven ability to foster innovation and experimentation
- Focus on impact and outcomes
- Excellent domain of spreadsheet, database, and presentation applications
- Excellent written communication and customer service skills
- Experience developing and maintaining operating budgets
- Exercise independent decision-making and excellent judgement
- Flexibility to adapt to a rapidly changing platform/environment and demonstrated desire and drive for learning

- Ability to influence and resolve conflicts with a win/win attitude

*PREFERRED EDUCATION AND EXPERIENCE:*

- Project Management and/or operations experience
- Marketing and communication experience
- Experience in online education preferred
- Finance industry knowledge a plus

Please add several MIT Sloan Competencies

\*\* 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.