



MIT Position Description

Job Title: Events Planning Assistant 2	Position Title: Events and Marketing Assistant, MIT Initiative on the Digital Economy
Reports to: Director, Corporate Development, MIT IDE	% Effort / Wkly Hrs: %/hours 100%/40 hours
Department: Sloan, Centers and Initiatives, MIT Sloan Initiative on the Digital Economy	Grade: 6 – support staff/nonexempt

Hiring Pay Range \$32.00-38.50

Position Overview

The MIT Initiative on the Digital Economy (MIT IDE) is the largest research center at MIT Sloan, with 9 research labs and 30+ research projects underway at any given time. The MIT IDE is focused on how new technologies are transforming work, the economy and online behavior.

Under minimal supervision, the Events and Marketing Assistant performs complex and diverse duties in support of the MIT IDE. This role requires a high degree of independence, sound judgment, the desire to grow, and the ability to manage multiple priorities across a dynamic, mission-driven team.

The Events and Marketing Assistant's responsibilities span the following key areas: (1) event management, (2) marketing administration, (3) finance & accounting, and (4) general administrative support. This person serves as an operational backbone for the MIT IDE, ensuring our efforts to translate technical research is useful for practitioners and policymakers.

Principal Duties and Responsibilities (Essential Functions**)~(add % totaling 100%)

Event Operations (70%)

The IDE organizes a wide range of events throughout the year, including academic seminars, external research conferences, industry meetings, strategic planning sessions, Advisory Board meetings and conference calls, and other events engaging students, alumni, faculty, allied organizations, and donors. The Events and Marketing Assistant is responsible for planning and executing select event logistics. Working closely with the MIT IDE team, this person ensures seamless event management, efficient logistics, and consistent tracking of student engagement and progress.

- Assists with the planning and coordinating of high-profile events, developing invitation lists with input from others, sending invitations, confirming attendees, arranging speakers, ordering refreshments, and performing other administrative or analytic tasks to support the events.
- Serves as an information resource for policies surrounding events and/or room use. Checks for space availability on desired date, explains scheduling procedures, and

ensures that application forms are complete and accurate at the time of submission.

- Assists faculty and staff across School(s)/Area(s) or DLCI(s) and works with vendors to arrange for hotel rooms, event venues, audiovisual equipment, lighting, decor, catering, cleaning, moving services, transportation, parking, security, and more. Assists in negotiations with goods/services providers.
- Attends events and welcomes guests. Oversees event logistics. Addresses any problems that may arise at an event(s).
- Drafts and proofreads general correspondence and promotional materials for events. May update website content.
- Coordinates the pre-planning and events component of A-Lab and GenAI Lab, including outreach and recruitment of host organizations, review of project proposals, matching of projects to student teams, and support for deliverables and event participation.
- Collaborates with the MIT IDE team to continuously improve and streamline program processes, ensuring efficient and effective operations.
- Supports budget management for programs, tracking and forecasting expenses to ensure efficient allocation of resources.
- Assists with the full event lifecycle including budgeting, marketing, space reservation, food and materials ordering, participant registration, data entry, and cleanup.
- Executes executive-level events with formal menus, refined design, and vendor coordination.
- Cultivates a welcoming, inclusive atmosphere at events, fostering connections among students, alumni, and guest speakers, and creating touchpoints for ongoing community engagement.
- Inputs data into event database(s). Summarizes events and makes recommendations for changes.
- Prepares, tracks, and/or follows up on MIT financial forms, such as requisitions, travel reports, and requests for payments. Creates purchase orders, makes deposits, and processes invoices.
- May travel and work nights and weekends as needed.

Marketing and Communications (30%)

In addition to events, this role will assist with marketing administration activities in collaboration with the MIT IDE's Editorial Content Director, especially as it relates to the MIT IDE's events. This includes social media and web content updates, Canva design and updating the MIT IDE's CRM system (currently HubSpot).

- Coordinates the production of print and electronic content including social media for the MIT IDE.
- Checks and formats communications/marketing materials and collaterals.
- Makes edits and template changes in print and digital materials.
- Compiles information and drafts varied communications/marketing content for recurring activities and events (e.g., meeting notes, department newsletters).
- Maintains and updates MIT IDE website.



- Sends communication and marketing/promotional emails and tracks responses via HubSpot.
- Maintains communications contact lists and updates information on contacts for specific subject areas, newsletters, and email blasts.
- Helps with creating and maintaining email lists, media/web tracking, and finalizing and sending newsletters.
- Assists with podcast logistics and editing.

May perform other role related responsibilities as needed.

Supervision Received

Supervision is provided by the Director, Corporate Development. This position requires the ability to perform with a high degree of independence, exercise sound judgment, and proactively manage workload and priorities.

Supervision Exercised

No direct reports. Will require coordination with the broader MIT IDE team.

Qualifications & Skills

REQUIRED:

- High school diploma or equivalent required.
- Minimum 5 years of administrative or events support experience required.
- Ability to work in person at MIT Sloan at least 2-3 days per week, with the opportunity for remote work on certain days.
- Strong organizational skills with demonstrated ability to manage multiple priorities simultaneously.
- Strong interpersonal, problem-solving, and collaboration skills; meticulous attention to detail and commitment to high-quality work.
- Positive, can-do attitude with a high energy level and willingness to learn new technologies, software, and processes.
- Ability to work independently with minimal supervision as well as collaboratively as part of a team.
- Proficiency on PC and Mac, including Microsoft Office applications.

PREFERRED:

- Bachelor's degree in a related field.



- Experience with MIT and/or MIT Sloan School of Management highly desirable.
- Experience with Hubspot, Canvas, content management systems, and/or financial platforms such as SAP, Adaptive, or Coupa a strong plus.
- Familiarity with academic program coordination a plus.
- A demonstrated interest in technology, data and AI, whether professional, academic, or personal, is welcomed.
- Experience with podcast editing a plus.

MIT Sloan Competencies

Contribute:

Manages ambiguity and navigates change while being comfortable and confident working in a fast-paced and changing environment.

Demonstrates desire and drive for learning that enhances individual performance and contributes to organizational effectiveness.

Is self-directed and proactive while advancing work and achieving results.

Engage:

Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches.

Collaborate:

Collaborates with others while respectfully advancing organizational goals and achieving desired outcomes.

Communicates openly and effectively by exchanging high-quality information, ideas, and opinions in an open and timely manner within and outside the school.

*** 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.*