

MIT Job Description

Job Title: Administrative Assistant II	Position Title: Media Relations Data Assistant
% Effort or Wkly Hrs: 30 hrs/week	
Department: MIT Sloan Office of Communications	Prepared by: Jennifer Burgos, Assistant Director of Media Relations

Position Overview:

The Media Relations Data Assistant works in conjunction with the Assistant Director of Media Relations under the supervision of the Associate Director and Director of the Media Relations team in the Office of Communications to track media coverage and compile it into a weekly newsletter; organize a digital monthly archive of all media coverage; upload press releases and media highlight clips to the MIT Sloan website; work on special projects as needed; and provide administrative support.

This is a one-year term position, with the possibility of extension.

Principal Duties and Responsibilities (Essential Functions**):

Track, compile, and curate weekly news clips featuring MIT Sloan, the School's faculty, initiatives, research, students, and alumni (50%)

- Track daily MIT Sloan news mentions through Cision software platform and Google News searches, among others
- Select and curate the best MIT Sloan news mentions (approx. 25-30 news clips) for compilation in a weekly newsletter that is sent to all of MIT Sloan; use judgment to select from a large selection of news coverage that demonstrates the prominence of the work of Sloan's faculty and academic community.
- Ensure accuracy of newsletter; monitor for typos, date changes and correct media outlet titles
- Archive all news clips with relevant MIT Sloan mentions and tag them appropriately

Oversee media coverage analytics and create analytics reports (20%)

- Utilize Cision and Google News feeds among other tools to track news coverage during the year
- Monitor peer schools for news coverage and conduct side-by-side comparison analyses
- Track a pre-determined list of faculty for their media coverage

- Produce annual analytics reports in addition to analyzing media coverage on an ongoing basis

Update and maintain specific pages on the MIT Sloan website and MIT Sloan Experts blog (15%)

- Optimize content for new formats on new Drupal 8 website to best showcase the work of faculty and media relations team
- Upload and format blog posts for the MIT Sloan Experts blog; source and edit images when appropriate
- Upload press releases and media highlight clips to website through Drupal 8 content management system; source and edit images when appropriate

Assist with other projects as they arise, including but not limited to (15%):

- Media status reports; compilation of quotes and highlights; digital promotional slide design; tracking student startups; reaching out to faculty and updating their media expertise keywords; working with departments and groups across the School along with vendors
- Organization and maintenance of physical archives; assistance with archive digitization projects; update the Media Relations Assistant How-to Manual as needed
- Work across the different groups within the Office of Communications as needed to share relevant and timely news stories and other requests; attend weekly and monthly meetings with the Office to provide updates on projects

Other duties as needed or required.

Supervision Received:

This position is supervised by Jennifer Burgos, Assistant Director of Media Relations, and will involve check-ins during the weekly newsletter review.

Supervision Exercised:

N/A

Qualifications and Skills:

Education: High school diploma required; Bachelor's degree preferred

Experience: Minimum 3 years of related experience required

Skills:

Required

- Experience and interest in electronic records keeping and digital file organization
- Solid writing and editing skills; a keen eye for detail and strong knowledge of grammar
- Fluency with a wide variety of computer applications including Microsoft Office, CMS (Drupal, Ektron, etc.); basic knowledge of HTML coding
- Proficient knowledge of Photoshop/image editing software
- Excellent organizational skills
- Ability to balance and prioritize workload
- Excellent interpersonal and communication skills

Preferred

- Fluency in a second language is helpful but not required
- An interest in imagery and graphic design is helpful

Sloan competencies:

- Works towards team success with humility, as both a member and a leader of formal and informal teams
- Takes initiative to support team deliverables
- Adjusts priorities in response to pressing and changing stakeholder needs
- Commits to the role, responsibilities, and expectations assigned to him/her as part of the team
- Partners with team members and others on ways to improve the approach or functioning of the team

- Collaborates with others while respectfully advancing organizational goals and achieving desired outcomes
- Shares information and expertise to enable others to accomplish their goals
- Works respectfully and effectively across organizational boundaries and hierarchies

Qualification

** 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.