

MIT Job Description

Job Title: Comms& Mktg Administrator 3	Position Title: Associate Director, Marketing Copywriting
Reports to: Director, Marketing Copy & Special Projects	% Effort or Wkly Hrs: 100%
Department: MIT Sloan Office of Communications	Grade 8

Position Overview:

The Associate Director, Marketing Copywriting will play an important role in helping the Office of Communications raise awareness and understanding of MIT Sloan in the world. This person will build on MIT Sloan's existing brand positioning and messaging to develop creative, compelling, and distinctive copy that will strengthen the MIT Sloan brand with its target audiences of global business leaders and prospective students. Working at both the school-wide brand level and the office and program level, the Associate Director, Marketing Copywriting will contribute significantly to brand and messaging strategy and help to infuse the brand personality across all communications channels and formats.

Principal Duties and Responsibilities (Essential Functions):**

Crafts distinctive, on-brand messages that showcase the unique value of MIT Sloan's work and invite audiences to engage with the school. (35%)

- Finds creative ways to share MIT Sloan's key brand messages and unique points of distinction with target audiences by writing engaging copy for all channels.
- Builds from existing brand positioning and pillars to develop new messaging for school, programs, and offices as needed to keep messaging fresh.
- Writes copy for website, brand campaigns, and other promotional materials for the school as a whole and for academic programs and other groups, driving brand personality across all work.
- Contributes creative copy ideas to brand projects.

Collaborates with partners around the school on high-visibility marketing efforts. (20%)

- Works with partners in academic programs and other offices to understand their marketing goals and advise on messaging, providing creative marketing copy support when appropriate.
- Consults audience, brand, and website data to guide direction and decision making; shares data and context with partners

Serves as lead writer for special copy projects. (20%)

- Regularly writes student and alumni profiles that bring the MIT Sloan community to life for our target audiences, including prospective students, prospective donors, alumni, and recruiters.
- Collaborates with Brand Initiatives team to write Ideas Made to Matter stories for branded product giveaways and other channels.

Works with Director, Special Projects and Executive Director to regularly update MIT Sloan's website homepage. (15%)

- Assists in developing strategic rotation of topics and areas of the school to feature.
- Leads the development of special homepage programming throughout the year.
- Writes smart copy that invites visitors to explore the site and showcases key elements of the MIT Sloan brand.
- Reviews homepage data to understand effective copy and guide decision making and direction

Assists in identification and management of outside marketing copywriting resources. (10%)

- Regularly monitors marketplace for potential partners, both individuals and firms, who can extend the office's copywriting resources as needed.
- Manages projects with outside firms as needed, providing creative direction and project guidance.

Other duties as needed or required.

Supervision Received:

This position is supervised by the Director, Marketing Copy & Special Projects. The person in this role also works closely with the Director, Brand Strategy, and the Executive Director.

Supervision Exercised: No direct reports at this time. May supervise freelance writers and outside vendors.

Qualifications and Skills:

Education: Bachelor's degree; marketing, communications, English or related field preferred.

Experience:

- 5+ years experience writing marketing copy for a marketing agency, higher education, or national brand preferred

Skills:

Required

- Outstanding copywriting skills
 - Strong understanding of brand voice and tone
 - Consistent ability to infuse voice into copy
 - Ability to translate complex ideas into accurate, concise copy
 - Ability to write compelling copy at all lengths, from headlines to body copy
 - Commitment to clean, error-free copy
 - Ability to write for a variety of channels, including web, print, and social media outlets
- Excellent interpersonal and communication skills
- Experience working in a content management system required
- Willingness and ability to work independently as well as on a team
- Demonstrated deadline orientation with a track record of on-time delivery
- Commitment to a positive, high-energy, inclusive, and collaborative work environment

Preferred

- Experience in client management.
- Experience working in higher education or other non-profit field.
- Experience with the Drupal CMS platform.

Competencies: Contribute; Collaborate; Engage;Manage

Core Competencies

- **Manages** ambiguity and navigates change by 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 in advancing work and achieving results.
- **Collaborates** with others by respectfully advancing organizational goals and achieving outcomes.
- Acts with caring and a sense of community by demonstrating genuine respect toward every person.
- Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches.
- Builds diversity and inclusion by modeling and promoting the mit values and contributing to an environment where everyone feels supported and thrives.
- Focuses on impact and outcomes by working to make a difference and achieve organizational goals.
- **Engages** and Influences others by gaining commitment, buy-in, and support.

*** 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.*