

## MIT Job Description

<b>Job Title:</b> Writer 2	<b>Position Title:</b> Assistant Director, Marketing Copywriting
<b>Reports to:</b> Director, Marketing Copy & Special Projects	<b>% Effort or Wkly Hrs:</b> 100%
<b>Department:</b> MIT Sloan Office of Communications	<b>Grade</b> 7

### **Position Overview:**

The Assistant 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 original creative, compelling, and distinctive content that will strengthen the MIT Sloan brand with its target audiences of global business leaders and prospective students. This role will identify and develop a range of diverse content for partners around MIT Sloan in support of our messaging and brand objectives. Working at both the school-wide level and the office and program level, the Assistant Director, Marketing Copywriting will contribute significantly to and implement communications activities in support of brand and communications strategy and help to infuse the brand personality across all communications channels and formats.

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

#### **Writes, edits, and develops distinctive, on-brand creative content and collateral for internal and external audiences that showcase the unique value of MIT Sloan 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, edits, and implements content for website, brand campaigns, and other promotional materials for the school, academic programs, and other groups, driving brand personality, voice, and tone across all work.
- Contributes to overall communications and brand strategy.

#### **Collaborates with and contributes to partners around the school on high-visibility marketing efforts. (20%)**

- Consults with and advises partners in academic programs and other offices to understand their marketing goals and advise on messaging, writing, editing, or guiding creative marketing content, when appropriate.
- Consults audience, brand, and website data to guide direction and decision making; shares data and context with partners.
- Compiles data and metrics to measure campaign performance and provides analysis to partners to guide data-driven decision making.
- Generates and implements story and project ideas, and develops content for print and digital communications with partners around the school.

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

- Report, research, and write community profiles and stories highlighting the unique aspects of MIT Sloan, including student profiles for academic program web pages, as well as staff, faculty, and alumni profiles in support of the school's goals and key messages.
- Build relationships with key communities (including student club leadership, Sloan Senate, and affinity groups) to identify and write about interesting community stories that resonate with audiences. Write and/or edit corresponding copy for our Day in the Life photo series for use on web pages and social media.
- 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.
- Develops and reviews homepage data and metrics to understand effective content and to guide decision making and direction.
- Provide ongoing and timely feedback to product and development teams within the OC to ensure the homepage and events calendar are operating as expected.

#### **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 and vendors as needed, providing creative direction, management, 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:**

**Required: Education:** Bachelor's degree in related field preferred.

**Experience:** Minimum 2 years of journalistic, professional writing, or editorial experience

**Preferred: Education:** Bachelor's degree; marketing, communications, of English

**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 and/or customer service.
- Experience influencing others to reach agreement.
- 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.*