

MIT Position Description

Job Title: Comms and Marketing administrator 1	Position Title: Coordinator, Brand Marketing, OC
Pay Grade: 6	% Effort or Wkly Hrs: 100%
Department: Office of Communications, MIT Sloan	Reports to: Matt Anderton, Senior Associate Director

Position Overview

The MIT Sloan office of communications is a dynamic team dedicated to raising awareness and understanding of the school with diverse audiences. The coordinator, brand marketing will support our mission through project management and implementation of brand initiatives. The ideal candidate will bring superior project management skills and experience working in a creative setting. This person will serve as primary project manager for foundational brand assets including logos and templates, photography, digital signage, and PowerPoint and play an important role in carrying out the day-to-day operations of the brand team. The coordinator is also responsible for brand alignment across creative assets, as well as creating and implementing communications efficiencies across the school. As part of the brand strategy team, the coordinator will collaborate and support the rest of the team to help deliver, influence, and manage a consistent brand vision and on-brand materials. The coordinator also works closely to support the director and senior associate director, brand strategy. This is a hybrid role in a flexible office environment, with on campus responsibilities as necessary for photo shoots, weekly team days in office, and other priority events or meetings.

Principal Duties and Responsibilities (Essential Functions**)

Act as lead project manager on school wide brand initiatives (45%)

- Implements a school-wide branded photography plan, including communications, partnerships, and coordination of day to day details.
- Manages and coordinates digital asset management systems, including photo library with over 50k assets, informing colleagues about new photos, training them to access the library, fielding questions, and managing vendors.
- Creates slides, troubleshoots, and manages questions about digital displays (40 visix screens)
- Identifies efficiencies across the Office of Communications and the school, creating and implementing streamlined work processes for asset requests.
- Coordinates communication about designs and gathers feedback from partners/stakeholders.

Produces, designs, and maintains original on brand visuals (35%):

- Executes vision of refreshed brand guidelines site and keeps up to date
- Manages and maintains brand identity system and assets
- In collaboration with senior associate director, is responsible for developing program and office style guides and associated templates and assets.
- Manages existing brand assets and develops new assets as needed
- Creates presentations from existing templates that effectively use visuals to tell the brand story. Supports executive director with presentation design.
- Provides design support for presentations and slides, reviews agency partner deliverables to ensure they are meeting brand guidelines, provides ad hoc support for visuals and imagery selection and consultation as needed.
- Acts as point of contact for brand asset requests, sending files and supporting colleagues as needed.

Works with Director, Brand Strategy, and Senior Associate Director, Brand Strategy to support operations and education (20%)

- Provides ongoing and timely feedback to colleagues around the school on brand efforts.
- Presents self and the larger communications team as an expert, collaborative partner, and idea generator.
- Leads the approval and collaboration process of MIT Sloan use of name and logo with the Technology Licensing office,
- Approves COOP products and ensures in store items are up to date and include diverse offerings
- Manages budgets and deadlines for internal and external identity projects.

Other duties as needed or required.

Supervision Received This position is supervised by senior associate director, brand strategy. 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, photographers and graphics designers and outside vendors.

Qualifications & Skills

Required:

Education: Bachelor's degree in related field.

Experience: Minimum 1 year of communications experience in a creative setting required

Preferred:

Education: Bachelor's degree; marketing, communications, or English

Experience: 5+ years of experience as a project manager at a marketing agency, in higher education, or at a national brand

Must have command of digital technology, software and platforms, including Adobe Creative Cloud (InDesign, Illustrator, etc.), Canva, design standards and principles.

Strong communication, relationship building and interpersonal skills to work influentially and effectively with other campus partners.

Must come with or develop a deep understanding of our brand, our voice, and be a brand champion and educator.

Understanding of or willingness to learn best practices around accessibility and documentation.

Experience in digital asset management.

Enthusiastic about branding, design, and current best practices

Curiosity and willingness to suggest new approaches to execution, work flow, and organization.

Strong deadline orientation; ability to prioritize and adhere to deadlines while managing multiple projects

Ability to communicate clearly, persuasively, and diplomatically to a wide range of audiences

Ability to thrive on diverse teams

Commitment to an engaged, energetic, and inclusive office culture

Core Competencies

- Works towards team success with humility, as both a member and a leader of formal and informal teams
- 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
- Manages ambiguity and navigates change while being comfortable and confident working in a fast-paced and changing environment
- Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches

**** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in position 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.**