

MIT Job Description

Job Title: Mgmt 4, Public Relations	Position Title: Director, Media Relations
Reports to: Executive Director, Office of Communications	% Effort or Wkly Hrs: 100%
Department: MIT Sloan Office of Communications	

Position Overview

The Director, Media Relations plays a vital role in raising awareness and understanding of MIT Sloan with our target audience of current and future global business leaders. The person in this role directs strategic communications and leads all aspects of media relations for the school, positioning MIT Sloan as a thought leader, strategically engaging target publications to proactively communicate news and research to members of the global media across all platforms, and analyzing the impact of the school's media outreach efforts. The person in this strategic role serves as a member of the director team in the Office of Communications, works closely with the Executive Director as a thought partner in developing strategic direction for communications, and is a leader in building and sustaining the office's engaged, creative, and inclusive culture. The director leads a team within the Office of Communications, setting direction and strategy and developing the team through guidance and mentorship. As the senior media relations professional at the school, the director provides strategic media counsel to the senior leadership team and others at MIT Sloan.

Principal Duties and Responsibilities (Essential Functions**):

(35%) Leads strategic response to all media queries, interviews, and press outreach

- Creates strategic media outreach campaigns, activities, and events to position MIT Sloan as a leading source of research and expertise on key topics
- Builds and nurtures strong relationships with media contacts around the world
 - Conducts regular check-ins with media outlets and attends conferences to establish contacts and keep them up to date on MIT Sloan news
 - Researches reporter beats and keeps current lists of reporters on key topics
 - Responds promptly to media inquiries
- Leads relationship with public relations agency and directs international campaigns
- Strategically identifies audiences, objectives, key messages, timelines, and technology for implementing media relations campaigns and outreach
- Identifies, researches, and develops news angles based on current events
- Oversees preparation of news releases and press material as needed
- Leads press events
- Collaborates with MIT's central media relations team as needed
- Serves as spokesperson and public information contact for MIT Sloan as needed
- Designs and manages budget for media relations function
- Develops both long-range and short-term operational plans and strategies for media relations

(20%) Engages regularly with faculty and proactively promotes their work

- Proactively canvases faculty for research story opportunities
- Oversees media training for faculty, staff, and students and coaches them in telling the school's story consistently and effectively
- Directs media outreach for faculty book releases

(15%) Serves as a member of the Office of Communications director team

- Helps sustain a positive, open, engaged, and inclusive culture in the office

- Creates officewide policy and norms together with Executive Director and director peers
- Strategizes with Executive Director on officewide issues, planning, and goal-setting
- Models open leadership style as head of media relations team and fosters cross-office engagement

(15%) Interacts with colleagues across the Office of Communications on cross-functional efforts to build the MIT Sloan brand

- Generates ideas for raising awareness and understanding of MIT Sloan with target audience
- Proactively shares information about upcoming faculty research and other important news
- Identifies topics for cross-functional promotion and collaborates on campaign development

(5%) Provides strategic media counsel to senior leadership, including deans, program directors, and other senior staff

- Leads development of key strategic messages for media, reinforcing brand positioning and attributes
- Strategizes on crisis communications and provides guidance and talking points as needed
- Collaborates with MIT's central communications office on crisis messaging

(5%) Engages with MIT Sloan program directors to develop and promote news stories

- Identifies and elevates newsworthy stories on students, events, and milestones

(5%) Strategically analyzes and optimizes the media relations program

- Identifies areas of strength and opportunity in the school's global presence
- Creatively develops and tests ways to strengthen the MIT Sloan brand in the media
- Regularly reports on media relations metrics and presents results and impact analyses to leadership

Supervision Received: The position reports to the Executive Director, Office of Communications.

Supervision Exercised: The person in this role currently oversees one full-time and two part-time staff members, as well as vendors, contractors, and freelancers.

Qualifications and Skills:

Required: Education: Bachelor's degree required.

Experience: Minimum 7 years of public relations or communications experience

Skills:

- Deep knowledge of journalism, public relations, and general communications principles
- Outstanding independent judgment and discretion
- Exceptional verbal and written communication skills
- Commitment to an engaged, energetic, and inclusive office culture
- Ability to gather, integrate, and share information effectively and appropriately to the media and other internal and external audiences
- Ability to work effectively with a wide range of stakeholders
- Strong understanding of the media landscape, including knowledge of different platforms and channels and their roles, strengths, and shortcomings
- Curiosity and eagerness to learn about new developments and trends in media
- Commitment to developing and mentoring staff
- Ability to present effectively to small and large groups
- Skill in organizing resources and establishing strategic priorities
- Ability to prepare annual department budget
- Ability to be flexible and creatively solve problems

Preferred: Minimum 10 years' experience in media relations, including leading a media relations group
Higher ed or non-profit experience a plus
Familiarity with media analytics platforms

Competencies:

- Works towards team success
- Communicates openly and effectively
- Focuses on impact and outcomes
- Supports a culture of experimentation
- Self-directed and proactive

Other: Some travel required
Occasional night and weekend work may be required

** 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.