

MIT Job Description

Job Title: Comms & Mktg Admin 2	Position Title: Assistant Director, Development Marketing & Communications Office of External Relations (OER)
Reports to: Director, Development Marketing & Alumni Communications	% Effort or Weekly Hours: 100%
Department: MIT Sloan School	

Position Overview:

The Assistant Director works collaboratively as an important member of Communications team in the MIT Sloan Office of External Relations, which develops all communications for the MIT Sloan Office of External Relations, and in strong partnership with the Campaign Planning and Initiatives team, which is responsible for providing education and training to staff about the school's funding priorities, working closely with faculty members on fundraising strategy and activities, and developing gift proposals.

The Assistant Director is responsible for the development of communications about all initiatives including marketing collateral and customized proposals, as well as editorial content for publications, the website, and other channels.

MIT Sloan is devoted to its mission: to develop principled, innovative leaders who improve the world and to generate ideas that advance management practice. The mission of the Office of External Relations is to engage alumni with intellectual content and inspire financial support from high potential alumni and friends in specific regions and for approved priorities that emphasizes MIT Sloan's unique impact and trust in the school's leadership. The Communications team supports this mission by creating materials and experiences that communicate MIT Sloan's impact with external audiences.

This role may be performed with a hybrid and/or flexible schedule with manager approval, with a minimum of 1-2 days on campus per week.

Principal Duties and Responsibilities (Essential Functions):

Development Marketing and Editorial Development (50%)

- Writes and produces MIT Sloan development marketing materials, including overviews of the centers/initiatives in coordination with the Campaign Development and Initiatives team
- Collaborates with the Campaign Development team, centers/initiatives and OER leadership to communicate giving opportunities and initiative campaigns
- Researches and develops written content for OER publications, the website, and other channels
- Curates and maintains current knowledge of faculty research
- Translates research into accessible language
- Supports content development for, builds, and reports on development-related emails and webpages
- Packages content for various channels such as social media and the website
- Identifies creative ways to tell stories of impact and inspire philanthropy through various mediums
- Works closely with in-house and freelance designers and digital teams
- Incorporates feedback and manage review process
- Reviews and edits materials and documents written by others for consistency, effectiveness, grammar, tone, accuracy, and adherence to the OER style guides

Proposal Writing (40%)

- In collaboration with the Campaign Development and Initiatives team, develops written proposal templates for standard gift opportunities for self-service use by development team
- Writes customized principal gift proposals in partnership with Campaign Development team and gift officers
- Updates SharePoint folders and team page with timely updates and relevant content

Other Initiative Support (10%)

- Serves as an advocate for Sloan's priorities, featuring their work across campaign and OER channels, including direct marketing, event marketing, and social media
- Provides support and assistance at initiative activities

Other duties as required.

Supervision Received: Director, Development Marketing & Alumni Communications

Supervision Exercised: None

Qualifications & Skills:

Required:

- Bachelor's Degree,
- Minimum three years of communications experience
- Strong oral communications, creative skills, and technical writing skills
- Excellent interpersonal skills and the ability to interact and communicate effectively with colleagues at all levels of the organization, including faculty members, senior leadership of MIT Sloan and administrative leaders of centers & initiatives.
- Strong attention to detail.
- Ability to manage multiple assignments and deadlines.
- Strong analytical and research skills and ability to synthesize complex information into usable tools for fundraisers, with a particular focus on illustrating the impact of philanthropic support.
- Working knowledge of Microsoft Office programs required.
- Self-directed, proactive, and curious, with an ability to search out answers and problem solve as needed.
- Ability to work both independently and in close collaboration as appropriate.

Decision Making and Judgment

- Ability to multi-task and manage competing priorities while meeting deadlines and maintaining high standards of accuracy and quality.
- Demonstrated diplomacy and an ability to influence people over whom they have no formal authority; high level of professionalism.
- Ability to deal with confidential and/or sensitive information and issues using discretion and judgment.

Preferred:

- Experience in resource development roles, preferably within a higher education setting.
- Familiarity with Advance, Drupal, InDesign, and iModules are a plus.

Core Competencies

- Collaborates with others while respectfully advancing organizational goals and achieving desired outcomes
- Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches
- Is self-directed and proactive while advancing work and achieving results
- Demonstrates desire and drive for learning that enhances individual performance and contributes to organizational effectiveness

*** 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.*