

MIT Job Description

Job Title: Mgmt 2, Comms & Mktg Generalists	Position Title: Associate Director, Communications
Reports to: Director, Communications	% Effort or Wkly Hrs: 100%
Department: External Relations	Grade 8

Position Overview:

The Associate Director of Communications works collaboratively as an important member of the Communications team in the MIT Sloan Office of External Relations. The Communications team is responsible for producing external communications about the school including newsletters, direct mail, print publications, digital communications, event communications, and other items intended for MIT Sloan's 31,000+ living alumni.

Reporting to the Sr. Director of Communications, the Associate Director of Communications, is responsible for developing and delivering messaging and materials to internal and external audiences through a variety of channels. Using expertise in web, social, email, video, and print platforms, the Associate Director manages projects from concept through execution and collaborates in the development of strategies that result in increased engagement and participation.

MIT Sloan is devoted to its mission of developing 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.

This role eligible for a hybrid schedule that aligns with department guidelines.

Principal Duties and Responsibilities (Essential Functions**):

Communications Strategy and Planning (50%)

- Acts as the creative liaison and sets operational objectives with project teams, with the responsibility for aligning creative/messaging strategies and communicating all aspects of editorial and design needs.
- Serves as a member of the core planning teams and lead communications strategist for alumni events, including Reunions and the Women's Conference, and direct mail program.
- Partners with core planning teams to create integrated, multi-channel communications plans and specifies roles, responsibilities, and interdependencies for successful implementation.
- Provides guidance on key messaging, objectives, audience profiles, segmentation, and tone for marketing content.
- Effectively manages day-to-day workflows and broad projects and programs for communications deliverables on key workstreams, leveraging internal staff resources and freelancers when necessary.

Digital Communications (40%)

- Partners on short- and long-term strategies for digital channels, including website and social media, to achieve identified goals for fundraising and alumni engagement while ensuring content is engaging and on brand.

- Oversees alumni communications calendar and email process. Provides strategic guidance and serves as the final approver for email campaigns, including timing, structure, design, and content.
- Serves as a key member of editorial content team. Identifies and presents opportunities for consistency in messaging, storytelling, and world-class alumni engagement.
- Develops, edits, and formats content for website and digital campaigns, including alumni newsletter, infographics, and other digital publications.
- Provides thought leadership and may influence stakeholders on alumni communications and social media tactics, such as emerging trends in digital communications, engagement and fundraising strategies, generative AI, and accessibility.
- Act as a liaison to MIT Sloan Office of Communications, program offices, MITAA, and MITRD.

Analytics (10%)

- Develops, monitors, and reports on key performance indicators to generate better insight into our digital communities and provide recommendations for improvement.
- Tracks and analyzes email marketing and website campaign results to develop efficient and effective campaigns through refined templates, content, and segmentation strategies.

Performs other duties as assigned.

Supervision Received: Reports to the Sr. Director, Communications

Supervision Exercised: Assistant Art Director

Qualifications & Skills:

- Education: Bachelor's degree required preferably in communications or related field
- 4+ years of experience of communications and marketing experience in development, donor relations
- Proven digital and social media literacy
- Strong project management skills; ability to prioritize and manage multiple tasks effectively
- Excellent written, oral, and editing skills
- Experienced in multi-channel and digital marketing communications
- Ability to perform effective strategy
- Proven relationship-building skills
- Dedicated to providing top-notch customer service
- Effective interpersonal skills; ability to work independently
- Thrives working in a fast-paced environment
- Attention to detail

Competencies: Contribute; Engage; Collaborate; Manage

** 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.