
MIT Job Description

Job Title: Communications & Marketing Assistant 2	Position Title: Communications Associate, OER
Reports to: Associate Director of Communications, OER	% Effort or Wkly Hrs: 100%
Department: External Relations	Grade 6, non-exempt

Hiring pay range: \$32.00 - \$38.50

Position Overview:

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 (OER) is to engage alumni with intellectual content and inspire financial support from high-potential alumni and friends around approved school priorities.

This Communications role works as an important member of the Communications and the Development Planning and Strategic Initiative (DPSI) teams in OER. The Communications team is responsible for producing external communications about the school including newsletters, direct mail, digital communications, event communications, and other items intended for MIT Sloan's 31,000+ alumni. The DPSI team works with frontline fundraisers and Initiative faculty members to develop fundraising materials, donor pipelines, and engage the MIT Sloan community philanthropically.

The role aids both teams in liaising with internal and external constituencies; conducting research; reviewing editorial content; managing calendars; building and sending emails; managing files; providing project management support; collaborating across office-wide groups; and reconciling expenses.

This role will receive guidance, support, and oversight from the Associate Director of Communications, OER. This position is expected to be physically present on campus minimum 3 days a week.

Principal Duties and Responsibilities (Essential Functions):**

60% Communications Support

- Manage the daily operational needs for direct marketing: Oversee an internal intake system and calendar; Build, test, and schedule mass-send emails (audience 100+) in Salesforce Marketing Cloud; Create and maintain shared Dropbox folders; Follow-up with email stakeholders to advance processes and meet deadlines.
- Co-lead the platform migration to Salesforce Marketing Cloud. Serve as a peer educator and resource to fellow staff. Laise with Institute-wide marketing stakeholders and third-party support.
- Assist with administrative elements of Communications and Development Planning and Strategic Initiatives (DPSI) team projects: Website maintenance and page creation; Meeting scheduling; Manage digital file library through research and organization of internal materials; Manage meeting agendas and highly confidential briefing materials.
- Compose, edit, proofread, research, draft, and ideate internal and external communications, including: Editorial content; Internal processes for Communications team requests; Proposals and discussion documents; Event invitations and follow-up materials; Fundraiser talking points; Philanthropy communications; Web copy.
- Develop and own the monthly Centers & Initiatives Internal Newsletter: Aggregate content, build and format digital email newsletter, manage internal review, send, and compile engagement metrics.
- Support short form video projects and other in-house visual design initiatives led by the Communications team in platforms including Microsoft PowerPoint and Canva.

20% Analytics & Reporting

- Enhance documentation and reporting techniques of internal Communications processes to analyze relevant Key Performance Indicators and metrics.
- Track analytics to evaluate and report on the effectiveness of communication strategies in digital platforms including Salesforce Marketing Cloud and Google.
- Proactively support Communications and DPSI teams in various reporting and database projects, including: Conduct ID lookups; Track information such as proposals, fundraising metrics, donor interests and preferences; Create and pull reports; Manage donor lists and alumni records.

20% Administrative Support

- Proactively and independently schedule complex appointments, meetings, and travel arrangements for Communications and DPSI team leadership.
- Lead the administrative components of the OER Strategic Initiatives Internal Educational Series: Book locations and audio/visual support; Track RSVPs; Coordinate with vendors to order refreshments; Monitor virtual attendees and participation via Zoom; Gather post-event feedback.
- Provide administrative support for the Communications and DPSI teams, including: Invoicing, expense tracking and reconciliation; Budget and supplies management.
- Schedule team and working group meetings, assist with agendas, prepare and update Trello boards as needed, and assist with notetaking and follow-up for team meetings.
- Other projects related to communications and strategic initiatives as assigned, including ad hoc office-wide administrative needs.
- Assist in occasional events which may require evening and weekend work.

Supervision Received: Associate Director of Communications, OER

Supervision Exercised: None

Qualifications & Skills:**REQUIRED:**

- High School diploma or equivalent required.
- Minimum 5 years of communications and/or administrative, marketing, writing experience,
- Must have strong interpersonal skills and analytical skills and superior customer service skills.
- Candidate must be a self-starter, highly motivated, possess initiative and precise attention to accuracy and detail.
- Excellent interpersonal, organizational, writing, editing, and proofreading skills;
- Attention to detail and a commitment to accuracy.
- Ability to prioritize and handle multiple and varied tasks, follow through on work, and meet deadlines.
- Ability to work independently and as part of a team and interact with a diverse group of faculty, alumni, students, and staff.
- Ability to maintain confidentiality.
- Technical proficiency with Microsoft Office programs.
- Willingness to learn new programs/software as needed.

PREFERRED:

- Bachelor's degree in a related field preferred such as: English, Communications, Journalism.
- Comfort with leveraging approved AI tools for enhancing processes and output quality.
- Customer service, events, or marketing experience in a university, professional school or large non-profit organization is preferred.
- Project management experience is preferred.
- Writing and editing experience is preferred.
- Experience working in Salesforce Marketing Cloud and Adobe Creative Cloud is an advantage.

A cover letter is required. Editing/proofing exercise likely to be part of the interview process.

Core Competencies: Contribute, Collaborate, Engage

- Demonstrates desire and drive for learning that enhances individual performance and contributes to organizational effectiveness.
- 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.
- Is self-directed and proactive while advancing work and achieving results.
- Acts with caring and a sense of community while demonstrating genuine respect towards every person.

*** 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.*