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## MIT Job Description

<b>Job Title:</b> Mgmt 3, Events	<b>Position Title:</b> Director, Campaign and Engagement Events
<b>Reports to:</b> Senior Director, Strategic Donor Engagement and Events	<b>% Effort or Wkly Hrs:</b> 40 hours
<b>Department:</b> OER - COMDECI	<b>Grade 10</b>

Hiring Pay Range: \$105,000-\$138,700

### **Position Overview:**

The Director of Campaign and Engagement Events plays a strategic leadership role within MIT Sloan's Office of External Relations (OER), driving the vision, innovation, and execution of global alumni engagement and campaign-related events. Leading a high-performing team, the Director is responsible for developing and implementing long-term event strategies that align with MIT Sloan's philanthropic priorities and fostering meaningful connections across its global alumni network.

This role oversees the planning and delivery of 25+ high-impact events annually—including Reunion Weekend, Executive Electives, and regional events—ensuring each experience reflects operational excellence, intellectual depth, and strategic intent. The Director also manages a portfolio of campaign-related events, developing interactive experiences that deepen alumni connections and inspire philanthropic support aligned with MIT Sloan's mission.

As a leader in event innovation and strategy, the Director drives efforts to reimagine and elevate alumni programming, collaborating with OER colleagues and Institute partners to deliver high-impact, meaningful experiences. This role works closely with senior leadership, the Office of the Dean, and faculty to ensure alignment with school priorities and values.

The Director is an active member of the OER Managers Group and the leadership team within the Campaign Development, Communications, and Donor Engagement group. They also engage in cross-Institute collaboration with MIT's Resource Development and Alumni Association.

This position offers a flexible work schedule in line with OER practices.

Some travel, evening, and weekend work is required.

### **Principal Duties and Responsibilities (Essential Functions\*\*):**

#### ***Event Strategy, Development, and Innovation (40%):***

- In partnership with the Senior Director, the Director develops and executes both annual and long-range event strategies that reflect a deep understanding of alumni engagement, regional interests, and MIT Sloan's philanthropic priorities.
- With a focus on creativity, strategic thinking, and operational excellence, the Director plays a key role in advancing MIT Sloan's goals through exceptional event experiences.
- Designs innovative, high-impact programming that fosters meaningful connections across the alumni network and delivers high-level intellectual content.
- Collaborates with faculty and senior leadership to develop event-specific strategies.
- Drives prospect strategy and volunteer support in collaboration with the Development and Strategic Alumni Engagement teams as a key component to all events.

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- Leads effective execution of administrative and operational event initiatives in alignment with strategic goals and utilizes a set of metrics to ensure events support broader organizational objectives. Suggests and implements new metrics that may better understand event ROI.
  - Makes recommendations for event content, speaker recommendations, and event activations, and uses best judgment to determine the types of activities the Engagement Events team will support.
  - Leads and participates in debriefing meetings, ensures appropriate follow-up with event attendees, and assesses the effectiveness of the programming, logistics, and event platforms/technologies.
  - Makes recommendations, develops, and implements new event policies and procedures to increase quality and efficiency.
  - Prioritizes events and resources based on organizational needs and school priorities.

***Event Management (25%):***

- Responsible for the strategic planning, development, and execution of high-impact campaign-related events and road shows that support the school's fundraising goals during a campaign and engage alumni in creative, interactive ways.
- Translates MIT Sloan's strategic priorities into compelling event experiences that resonate with diverse audiences, fostering meaningful engagement, and inspiring participation across the school's global community.
- Sources venues, develops and manages event budgets, and ensures effective campaign messaging and materials.
- Collaborates with internal and external stakeholders to deliver exceptional experiences through strong project management and event expertise.
- Manages relationships with external event production partners to support campaign and engagement event objectives.

***Supervision and Staff Oversight (15%):***

- Directly manages two associate directors and leads the Engagement Events team charged with producing high-volume engagement events.
- Guides team on event strategy, direction, and ensures team is developing the skillset necessary to plan high-level, high-caliber MIT Sloan events.
- Effectively manages workloads across the team.
- Works with staff on their developmental goals and is part of the OER Managers Group.

***Cross-Institute Partner (10%):***

- Partners with colleagues in MIT Resource Development and the MIT Alumni Association to ensure MIT Sloan alumni, donors, and prospects are engaged in Institute events that might result in engagement with and philanthropy to the school.
- Represents OER in interactions with stakeholders across MIT and MIT Sloan.
- Develops relationships with counterparts in peer institutions for benchmarking and awareness of leading campaign and engagement event trends.

***Other Projects (10%):***

- Other projects as they relate to alumni engagement events as assigned including internal working group activities, event technology implementation and integrations, and representation of OER at school or Institute-wide events.

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### **Supervision Received:**

- Reports to the Senior Director, Strategic Donor Engagement and Events

### **Supervision Exercised:**

- Management of two Associate Directors

### **Qualifications & Skills:**

#### *MINIMUM REQUIRED EDUCATION AND EXPERIENCE:*

- Bachelor's degree required.
- Minimum 5 years' experience in event management, preferably in a non-profit or higher education environment required.
- Proven project management skills required.
- At least two years of supervisory experience, ideally leading an event production team.
- Experience working with vendors, senior staff, and administration is essential.
- Strong project management, analytical, and strategic thinking skills.
- Exceptional interpersonal, communication, and writing skills, with the ability to tailor messaging for various audiences.
- Skilled in building and managing relationships with senior leadership, faculty, donors, alumni, colleagues, and external vendors.
- Highly organized, detail-oriented, and capable of managing multiple projects under tight deadlines.
- Demonstrated initiative and self-starter mindset.
- Outstanding customer service, negotiation, and presentation skills.
- High level of professionalism, judgment, and ethical standards, especially in handling confidential information.
- Ability to collaborate across departments, solicit information, and prioritize assignments effectively.
- Proficiency in alumni databases, standard PC applications including Microsoft Word, Excel, and PowerPoint, and event platforms such as Cvent and Salesforce Marketing Cloud.
- Some weekend and travel may be required.

#### *PREFERRED EDUCATION AND EXPERIENCE:*

- Experience working with a mid-career alumni population will be extremely valuable.

#### *MIT SLOAN COMPETENCIES:*

##### **LEAD:**

- Focuses on impact and outcomes while working to make a difference and achieve organizational goals
- Influences others by gaining commitment, buy-in, and support

##### **MANAGE:**

- Manages people and teams by providing direction, support, and encouragement to accomplish organizational goals

*\*\* 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.*