

MIT Job Description

Job Title: Comms & Mktg Assistant 1	Position Title: Marketing & Communications Associate
Reports to: Associate Director, Alumni Communications	% Effort or Wkly Hrs: 100%
Department: External Relations	Grade 5 – support staff

Position Overview:

The Marketing and Communications Associate 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 25,000+ living alumni.

The Marketing and Communications Associate will provide support in the creation of digital content for marketing campaigns, projects, events, presentations, social media, websites, and emails; maintain up-to-date printed and virtual marketing materials/assets; and handle invoicing and other activities. Responsibilities also include providing administrative support for the department; assisting with events, campaigns, and seasonal planning; maintaining, sourcing, and proofreading; formatting marketing materials; routine editing; compiling basic information and drafting routine communications/marketing content; and other duties as requested.

This role will receive guidance, support, and oversight from the Associate Director of Alumni Communications. This is a full-time hybrid role working 60% on campus in Cambridge and 40% remotely. Must be able to travel locally and work occasional evenings and weekends.

Please submit both a cover letter and resume. Selected candidates will be asked to provide a writing sample

Principal Duties and Responsibilities (Essential Functions):**

Marketing and Communications (50%)

- Execute email communications workstream including editing, proofreading, building, testing, and sending in email system(s)
- Source and schedule social media posts
- Provide routine website maintenance and refresh
- Compose and edit internal and external communications
- Update thumbnails, titles, descriptions, and keywords for digital uploads, including YouTube
- Assist in occasional design projects, such as event invitations, event signage, or proposals

Administrative Support (50%)

- Maintain team’s budgets, including sourcing and invoicing of vendors
- Maintain Sharepoint page, subscriptions, and accounts
- Coordinate meeting logistics including rooms, AV equipment, catering, and other tasks
- Assist in reporting and database projects that may involve ID lookups, tracking team metrics, pulling reports, email and social media metrics, and google analytics

- Respond to alumni inquiries, submit contact reports for touchpoints and constituent feedback, and update alumni records with changes to alumni contact information as needed
- Assist in occasional events which may require evening and weekend work
- Support project management and file management needs for major team workstreams

Other duties as needed or required

Supervision Received: Associate Director, Alumni Communications

Supervision Exercised: None

Qualifications & Skills:

REQUIRED:

- High school diploma or equivalent.
- Minimum 3 years administrative experience
- Demonstrated ability to create new written content and design print materials;
- 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;
- Experience maintaining and developing websites using a content management system such as Drupal, writing and scheduling social media content, and building and disseminating emails in email marketing systems.
- Technical proficiency with Microsoft Office, Canva, and Adobe programs;
- Willingness to learn new programs/software as needed.

PREFERRED:

- Associate's or Bachelor's Degree (preference for Humanities, Business, or Communications majors)
- 2 years communications, marketing, writing, design, or related experience
- Previous experience in a higher education or nonprofit setting
- Experience with Trello, Sharepoint, Adobe InDesign, and Adobe Photoshop
- Experience producing and/or editing video

Core Competencies: Collaborate; Contribute; 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

** 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.*