



MIT Position Description

Job Title: Digital Strategy Admin 1	Position Title: Assistant Director, Social Media
Reports to: Sr. Assoc. Dir, Digital Marketing and Audience Growth	% Effort or Wkly Hrs: 100%
Department: MIT Sloan Management Review	

Position Overview:

The Assistant Director, Social Media is a pivotal part of the dynamic MIT SMR marketing team. This role is responsible for implementing highly engaging social media strategies for MIT SMR’s social channels (Twitter, LinkedIn, Instagram, and Facebook) and for writing, editing and developing original creative content. This includes developing and writing content for MIT SMR’s organic social media campaigns, custom content marketing, influencer and network outreach, and promotion of daily content and special publishing events. The Assistant Director, Social Media will have a deep understanding of social analytics and audience engagement. They will be responsible for MIT SMR’s social media data and reporting across channels and inform decision-making for the publisher's social media strategy. This position will also work with the Digital Creative Director to produce on-brand content across social media, video, podcast, animations, and graphics. This role creates original content, manages marketing asset creation, and coordinates with writers, designers, producers, and developers. The position reports to the Head of Digital Marketing and Audience Growth.

Principal Duties and Responsibilities (Essential Functions):**

Social Media Marketing, 70%

- Define and execute the plan to grow MIT SMR’s social media presence and traffic to MIT SMR’s site for social channels
- Contribute to overall communications / social media strategy
- Write, edit, develop and maintain a daily publishing calendar for all of MIT SMR’s social media channels (Twitter, LinkedIn, Instagram, and Facebook)
- Write, edit, and develop specific creative content for each platform with engaging copy and social assets
- Ensure that social media content is consistent with MIT SMR’s standards in style, tone, and visual appeal
- Develop original copy for multi-channel marketing projects: research reports, podcasts, ecommerce programs
- Collaborate with Graphic Designer to create/edit original content for social media channels
- Oversee MIT SMR’s Custom Content social media projects, both in creating original copy and assets and scheduling content
- Coordinate responsibilities between writers, graphic designers, and the internal team
- Determine new and innovative ways to engage social media audiences through storytelling while being mindful of strategic messaging priorities and brand guidelines

Community Engagement, 15%

- Facilitate engagement by customers, authors, and MIT SMR editors on LinkedIn and Twitter
- Reply to posts, invite expert commentary
- Work with supervisor on strategy and execution of a plan for MIT SMR’s LinkedIn group and AI For Leaders LinkedIn Group.

Analytics and Reporting, 15%



- Prepare weekly, monthly, and quarterly social analytics report that informs decision making for new and updated content
- Design use of social listening software to make decisions and turn data into an engaging content plan
- Provide social media reporting for MIT SMR's Connections social media campaigns
- Provide social media reporting for all special publishing campaigns
- Compile data and metrics for input into measuring campaign performance
- Provide recommendations on new standards, technologies, and trends in social media
- Research content and recommend areas to explore in developing and implementing original content
- Track budget for selected programs/projects

Other duties as assigned and required

Supervision Received: Reports to Sr. Assoc. Dir. of Digital Marketing and Audience Growth.

Supervision Exercised: Supervises creative contractors and vendors as needed. Collaborates with the contract communications manager.

Qualifications & Skills:

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

Bachelor's degree in related field and 3+ years digital communications experience including social media marketing.

Demonstrated experience working in a marketing team to support audience growth and ecommerce.

Extensive knowledge of social media and best practices.

Excellent writing skills specific to social platforms and the ability to be consistent and engaging in tone, voice, and style.

Ability to turn social listening data into actionable, engaging, high-performing content plans.

Excellent analytical skills and experience in tracking and responding to data in real-time to amplify impact.

Experience implementing social media campaigns and proficiency with current and emerging social media and digital platforms.

Experience with social management tools, e.g., Sprout Social.

Ability to work independently and as part of a team. Excellent judgment and attention to detail.

Proficiency with Microsoft applications and Adobe Creative Cloud.

PREFERRED EDUCATION AND EXPERIENCE:

5+ years prior experience implementing social media campaigns. Demonstrated experience working in a marketing team to support audience growth and ecommerce.

Experience working with writers and designers to create marketing assets.

Experience using content management systems e.g., WordPress. Basic knowledge of HTML and CSS. Experience with Google Analytics.

Competencies:

Collaborate

Works towards team success with humility, both as a member and as a leader of formal and informal teams

- a) Holds self and others accountable to agreed-upon outcomes and deliverables
- b) Takes initiative to support team deliverables
- c) Adjusts priorities in response to pressing and changing stakeholder needs
- d) Commits to the role, responsibilities, and expectations assigned to him/her as part of the team
- e) Fosters inclusion of all team members and ensures that each has a voice



- f) Partners with team members and others on ways to improve the approach or functioning of the team
- g) Is empowered to manage and follow up on activities and people in order to achieve goals
- h) Commits to developing other team members through knowledge sharing and mentoring
- i) Exercises good judgment and decision making on behalf of the team

Engage

Builds diversity and inclusion by modeling and promoting the MIT values and contributing to an environment where everyone feels supported and is able to thrive

- a. Contributes to an open environment where all perspectives are encouraged, valued, and can be shared freely
- b. Seeks out divergent views on important issues and decisions
- c. Demonstrates empathy and a sincere interest in the experience of others
- d. Advocates for and demonstrates an understanding of the qualities that promote and sustain a diverse community
- e. Acts with courage to address inequalities
- f. Acknowledges and works to mitigate unconscious bias
- g. Creates and supports a climate in which people can be themselves, do their best work, and contribute fully

Contribute

Lead

Demonstrates desire and drive for learning

*** 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.*