



MIT Position Description

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| Job Title: Applications Support Analyst 2 | Position Title: Assoc. Dir. of Marketing Technology |
| Department: MIT Sloan Management Review | % Effort or Wkly Hrs: 40 |

Position Overview:

Detail-oriented technologist to own and run the complex set of tools and systems that make up *MIT SMR's* customer platform. Collaborates with both the marketing team and the digital team to ensure marketing success for the organization. Owns the marketing systems and platforms; is tech super user, trains colleagues, makes and communicates tool updates, ensures security compliance. Creates and maintains intricate behavioral marketing experiences in Piano. Develops requirements for these systems and collaborates on vendor searches. Develops and maintains analytics for these systems. Platforms owned include Piano, GTXcel, Fulco, Laravel-based content distribution system, Cybersource, store, IP-recognition system, and all the integrations therein. Platforms collaborated on include WordPress, MyEmma, BigQuery, and multiple analytics tools.

Position eligible for hybrid work schedule according to *MIT SMR's* current flexible work policies.

Principal Duties and Responsibilities (Essential Functions**):

Consumer Marketing and Fulfillment Systems (55%)

The ADMT runs the complex set of tools and systems that make up *MIT SMR's* customer platform. These include the managing the systems that track customer behavior, accepting customer data and payments, ensuring customer's access to content is accurate, and providing purchase opportunities to customers. The ADMT understands and manages the technological requirements and addresses challenges. The position involves programming customer experiences, troubleshooting technical problems, and ensuring accurate data transmission between systems, and other tech management as needed. Collaborates with the digital team to ensure marketing data is captured in analytics systems, including Google Analytics, datawarehouse and other platforms, and that integrations between these systems work flawlessly. The ADMT is the primary contact between *MIT SMR* and marketing platform vendors, and is a significant participant in the evaluation and selection of new vendors.

Library and Enterprise Fulfillment Systems (20%)

The ADMT ensures that library and enterprise subscribers have access to the content they've paid for. The position manages the library vendors Fulco and Piano, ensures accurate transfer of data between these vendors and the IP recognition system, tracks and reports on library/enterprise subscription payments, troubleshoots tech issues, and collaborates with the digital team to introduce new and better systems and maintain existing ones.

Licensee Fulfillment Systems (10%)

The ADMT manages the distribution of *MIT SMR* content to licensees and syndicators. This includes owning the content distribution system, generating monthly output to licensees, troubleshooting tech issues with content delivery, and making updates and improvements to the delivery system.



Support for Print Fulfillment (10%)

Maintains customer counts and prepares the detailed print requirements for magazine issue printer. Manages print distribution, postage issues, and supplemental mailings. Troubleshoots delivery problems.

Finance and Admin (5%)

Directs the creation of purchase orders and approves invoices. Conducts vendor evaluations. Does financial reporting and analytics on the various marketing tech platforms. Serves as *MIT SMR's* credit card merchant contact: oversees PCI compliance and manages all merchant activities.

Supervision Received: The ADMT reports to the director of marketing.

Supervision Exercised:

The ADMT manages a complex web of crucial tech partners and the many system integrations among them. The ADMT collaborates heavily with the SMR digital team.

Qualifications & Skills:

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

Bachelor degree required.

Four years experience managing marketing technology systems such as customer databases, fulfillment systems, behavioral marketing systems, ecommerce, CDPs, and CRMs. Demonstrated experience writing scripts with Boolean logic and if/then statements.

Mastery of basic html and web coding principles.

Facility with cloud collaboration tools.

Mastery of Google Analytics

PREFERRED EDUCATION AND EXPERIENCE:

Seven years experience managing marketing technology systems such as customer databases, fulfillment systems, behavioral marketing systems, CDPs, and CRMs.

Demonstrated experience writing scripts with Boolean logic and if/then statements.

Deep expertise in systems integration, martech stacks, and the current state of marketing technology.

Mastery of basic html and web coding principles.

Facility with cloud collaboration tools. Mastery of Google Analytics

Competencies:

Contribute

1. Manages ambiguity and navigates change while being comfortable and confident working in a fast-paced and changing environment
- c. Reacts with resilience, a positive attitude, and a willingness to learn in response to challenge and change
- d. Proactively identifies problems and opportunities for change, then implements solutions when appropriate
- e. Recognizes and appreciates opposing ideas and values, then identifies ways to move forward



Collaborate

1. 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

Engage

Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches

- a. Identifies and gathers the information needed to solve a problem effectively
- b. Solicits new ideas, suggestions, and input from others and acts on them
- c. Recognizes possibilities and opportunities and takes steps to advance them
- d. Gains agreement on the nature and root cause of problems before moving forward
- e. Engages willingly in experimentation, measurement, and evaluation to promote organizational learning and advancement

*** 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.*