

MIT Job Description

Job Title: Comms & Mktg Administrator 3	Position Title: Associate Director, Marketing
Reports to: Director of Marketing and Communications	% Effort or Wkly Hrs: 40hrs/week
Department: MIT Sloan Management Review	

Position Overview:

The Associate Director of Marketing will lead top-level marketing campaigns, including the email channel and lead generation for MIT SMR’s partners. They will develop and manage relationships with internal and external stakeholders such as freelancers, consultants, and vendors. The Associate Director of Marketing oversees the writing of promotional copy (including headlines), A/B testing, analyzing performance, optimizing, and identifying new opportunities based on customer and business data. They will lead all digital marketing and online advertising efforts while continuously analyzing marketing data and focusing resources on the areas that provide the best returns.

Role eligible for hybrid work aligning with SMR guidelines.

Principal Duties and Responsibilities

Marketing Campaign Manager 40%

The Associate Director will lead and project manage all marketing campaigns and be responsible for meeting lead goals for webinars, custom content, Big Idea reports/projects, and library subscription campaigns.

- Manage the execution of marketing campaigns to deliver significant volumes of qualified leads cost-effectively through email marketing, paid advertising, and new marketing channels.
- Collaborate with the creative team to create assets that optimize marketing efforts.
- Lead the optimization of landing pages and emails through A/B testing design, structure, copy, and content.
- Direct the analysis of industry trends, market conditions, and competitors’ marketing tactics to identify new opportunities for MIT SMR’s promotional campaigns.

Email Marketing 30%

The Associate Director of Marketing is the leader of MIT SMR’s email channel, which is a primary source of traffic, e-commerce, and leads for MIT SMR and its partners. They are a fluent user of MIT SMR’s ESP tool, including creating emails, list work, testing, and analysis.

- Lead, project manage, optimize, and report on email analytics for MIT SMR’s editorial newsletters, webinar campaigns, issue announcements, Big Idea campaigns, custom content campaigns, surveys, and author newsletters.
- Direct the email team in writing, designing, list selection, A/B testing, and analysis of all email campaigns.
- Lead the team in constantly using email marketing data to optimize the email channel and launch new email newsletters as needed.

Reporting and Analytics 15%

The Associate Director of Marketing will lead the measurement of each marketing channel's customer acquisition cost and adjust spending to maximize ROI on all campaigns.

- Oversee reporting for MIT SMR’s email channel
- Lead with data-based decisions to optimize and improve each marketing channel.

Customer Service 10%

The Associate Director of Marketing will supervise the Customer Service Associate. They will support and help optimize MIT SMR's customer support program.

Events 5%

The Associate Director of Marketing will lead the strategy and implementation for MIT SMR's participation in external conferences (in-person and virtual) and analyze event impact and ROI.

- Develop MIT SMR's presence at events and direct the creation of all assets about the event.
- Analyze the impact and ROI of the event and work closely with the editorial team to coordinate speaking engagements.
- Develop the budgets for events.

Other duties as assigned

Supervision Received:

Reports to the Director of Marketing and Communications.

Supervision Exercised:

Shares (50%) Management with the Publisher of the Customer Service Associate. They will also manage key contractor email manager and a team of copywriters, proofers, designers, and producers.

Qualifications & Skills:

Required:

Four-year degree

Minimum 5 years of communications and marketing experience

Demonstrated mastery of email marketing and online paid advertising.

Excellent verbal communication and copywriting skills.

Strong project management and organizational skills.

Advanced digital fluency and excellent skills in the use of digital marketing tools. The ability to evaluate data to make marketing decisions is vital.

Ability to work in a team environment and to communicate well at all levels.

Ability and enthusiasm for both leadership and hands-on work in creating marketing assets, including copywriting, HTML, and detailed list work.

Expertise in Excel, HTML, fulfillment reporting programs, ESP, web-based collaboration tools, and reporting tools.

Preferred:

Prior experience with academic and/or business publications preferred.

5+ years of demonstrated success in digital marketing, email marketing, and online lead generation.

Competencies:

- Strong desire to Contribute – manages ambiguity and navigates change; demonstrates desire and drive for learning; is self-directed and proactive
- Willingness to Collaborate – works toward team success; collaborates with others; communicates openly and effectively
- Ability to Lead – focuses on impact and outcomes; influences others; initiates and sustains change

*** 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.*