



MIT Position Description

Job Title: Digital Strategy Coordinator 1	Position Title: Digital Content Producer, SMR
Reports to: Senior Managing Editor	% Effort or Wkly Hrs: 100%
Department: Sloan Management Review	

Position Overview:

The digital content producer plays a crucial role in *MIT SMR's* daily publishing operations. Working closely with our digital editors, the content producer will produce digital editorial and custom content, including articles, audio and video posts, reports, and other formats. The content producer will become an expert in *MIT SMR's* customized WordPress content management system, ensuring that every piece of content has the proper metadata, imagery, and functionality. The ideal candidate will have an interest and/or background in publishing, is detail oriented, and comfortable with daily deadlines and task prioritization.

Remote work expectations/opportunity for this role: The digital content producer will work part-time in the office and part-time remote in a combination that most effectively achieves their goals. In addition, the candidate will be required to attend a quarterly in-person meeting with all staff.

Principal Duties and Responsibilities (Essential Functions):**

Content Production (60%)

- Convert InDesign and Word documents into WordPress-ready files using an HTML editor and snippets library, according to SMR HTML markup and design standards
- Flag missing content/assets and quality issues
- Ensure that proper metadata, imagery, and functionality are applied across the site and various post types
- Produce audio and video posts such as webinars and podcasts
- Edit and create archive videos for webinars and proofread/edit the captions for those
- Manage licensee deliverables and other outputs at the end of the content lifecycle
- Package article HTML for ebook and app production
- Maintain and update store entries as needed for various content formats

Marketing Tasks (20%)

- Play a role in executing various marketing aspects of editorial and custom projects, such as sponsored downloads and lead generation efforts
- Work closely with additional contractors in these areas and train and support as necessary
- Support the marketing team on production of special assets for sales and promotions
- Create products for the MIT SMR store, including PDF collections and ebooks; cropping images; updating the store database

Website Maintenance (10%)

- Create, organize and maintain various site assets including panels, navigation bars, other site widgets
- Become an expert in *MIT SMR's* customized WordPress content management system
- Look for ways to enhance the site and our offerings to readers

Additional Responsibilities (10%)

- Attend staff and team meetings as required, including a quarterly in-house meeting with all staff
- Research and suggest ways to improve process and workflow



- Learn and update the *MIT SMR* style guide and markup conventions
- Track task assignments and communicating status using Asana
- Monitor Slack and Asana for relevant communication
- Support automation and activities with respect to published content

Other duties as assigned

Supervision Received: Reports to Senior Managing Editor.

Supervision Exercised: No supervisory responsibility is required for this position.

Qualifications & Skills:

Required:

- Bachelor's degree
- At least 2 years of digital content production experience, preferably at a publishing organization
- At least 2 years of experience with a CMS (WordPress preferred)
- Proficiency with Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat) and Microsoft Office (PowerPoint, Word, Excel)
- Demonstrated experience with HTML/CSS
- Excellent communication skills and the ability to prioritize tasks on a daily schedule
- Must be detail-oriented
- Self-directed and an excellent time manager

Preferred:

- At least 5 years of WordPress experience at a publishing organization
- Preference is for someone interested/experienced in digital publishing
- Experience using Asana, Slack, or similar project management and communication tools
- Experience with cloud-based services such as Dropbox, Google Drive, etc.
- Comfortable with virtual meeting tools such as Zoom or Slack

Competencies:

- **Manages ambiguity and navigates change** while being comfortable and confident working in a fast-paced and changing environment
- **Demonstrates desire and drive for learning** that enhances individual performance and contributes to organizational effectiveness
- **Is self-directed and proactive** while advancing work and achieving results
- **Works towards team success** with humility, as both a member and a leader of formal and informal teams
- **Communicates openly and effectively**
- **Collaborates with others** while respectfully advancing organizational goals and achieving desired outcomes
- **Acts with caring and a sense of community** while demonstrating genuine respect towards every person
- **Fosters innovation and experimentation** by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches
- **Focuses on impact and outcomes** while working to make a difference and achieve 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.*