



MIT Position Description

Job Title: Multimedia Specialist 2	Position Title: Multimedia Specialist, MIT Sloan Management Review
Reports to: Creative Director	% Effort or Wkly Hrs: 40 hrs/wk
Department: Sloan Management Review	

Position Overview:

MIT SMR is seeking a passionate, highly skilled multimedia specialist to reach and engage an influential management audience through our editorial, custom, and marketing videos, webinars, and podcasts. This position is responsible for oversight, coordination, collaboration and execution of multimedia content from concept to delivery. The multimedia specialist will work closely with a cross-functional team of editors, marketers, and designers, as well as external partners, to create compelling audio, video, and other multimedia content and keep up with trends in audio and video storytelling.

Remote work expectations/opportunity for this role: The Multimedia Specialist will work part-time in the office and part-time remote in a combination that most effectively achieves their goals.

Principal Duties and Responsibilities (Essential Functions):**

Multimedia Production (50%)

- Develops and contributes to production of multimedia projects.
- Coordinate, schedule, and direct video shoots (virtual - e.g., via Zoom or WebEx – and in-studio).
- Manage platform strategy, maintenance and improvements
- Set quality and equipment standards for lighting, cameras, and sound for staff and external speakers
- Produce, capture, and edit high-quality video and audio for use on MIT SMR’s publishing platforms (Wordpress), social media platforms (Instagram reels), YouTube, and licensee platforms according to specs needed for each platform.
- Oversee the audience experience during webinars, LinkedIn Live, and other online events; implement and manage audience engagement tools
- Work with design, marketing, and technology teams to create compelling audience engagement experiences and make data-driven decisions for optimization.
- Manages contractors, freelancers and external production resources as needed

Technology & Vendor Management (20%)

- Manage the platforms and vendors, including webinar broadcasting (GoToWebinar or similar), video sharing platform (YouTube), podcast broadcasting (Libsyn/ Megaphone), and captioning (CodeRev/3Play), and flag issues for tech support.
- Assures accessibility compliance for all multimedia assets

Strategy and Planning (10%)

- May serve as project manager for multimedia projects including determining the best techniques and scheduling appropriate resources for meeting client's goals.
- Help build the creative and technical vision of MIT SMR’s multimedia program, and lead innovations in how we deliver our multimedia content.

Podcast production (10%)

- Captures and edits audio in support of MIT SMR’s podcast production
- Recommends and supports audio equipment used by hosts and guests
- Manages podcast technology platform, including uploading and scheduling episodes for release

Speaker/Guest Support (5%)

- In collaboration with event stakeholders (editorial, creative, digital), create a streamlined process, guidelines, and briefing documentation for speakers/podcast guests.
- Onboard speakers, interviewees, and other staff on production platform, including running tech runs for webinars and podcasts, and performing A/V tests for recording activities.



Other (5%)

- Build processes to execute multimedia projects using project management tool (Asana).
- Work with the business development team to understand the needs of sponsors and clients.
- Ensure multimedia assets meet MIT's accessibility standards, including ordering transcripts and captions from third-party vendors.

Other duties as assigned or required

Supervisor Received: Reports to creative director

Supervision Exercised: freelance and contract resources as needed

Qualifications:

Required

- Experience working in video production/content creation (minimum 3 years)
- Must have demo reel
- Must be able to direct and edit with minimal direction in collaboration with content owners.
- Experience using Adobe Premiere Pro, After Effects, PhotoShop, and similar tools.
- Versed in video, lighting, and audio equipment setup and techniques.
- Experience working with a variety of webinar platforms (and ability to recommend)
- Must enjoy and be adept at cross-functional collaboration
- Strong desire to build a highly successful multimedia production operation and create high quality content.
- Familiarity with all social media platform asset specifications and engagement approaches
- Demonstrated ability to create compelling stories with audio and video assets
- Experience with the technical aspects of livestream software, YouTube Live, Facebook Live, LinkedIn Live, Instagram Live

Preferred

- Experience working in an editorial environment
- Experience producing content for senior-level business audience

Competencies:

Is self-directed and proactive while advancing work and achieving results

Demonstrates desire and drive for learning that enhances individual performance and contributes to organizational effectiveness

Collaborates with others while respectfully advancing organizational goals and achieving desired outcomes

Communicates openly and effectively by exchanging high-quality information, ideas, and opinions in an open and timely manner within and outside MIT SMR
Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches

Acts with caring and a sense of community while demonstrating genuine respect towards every person

*** 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.*