

MIT Position Description

Job Title: Advertising & Sales Administrator 1	Position Title: Sales Operations Coordinator, SMR
Reports to: Sr Dir of Bus Dev	% Effort or Wkly Hrs: 100%
Department: Sloan Mgmt Review	

Position Overview: (include expectations for time/work on campus)

Supports sales efforts and programs for MIT SMR's sponsorship and advertising programs. Supports the activities of the individual salespeople at MIT, including an independent contractor sales rep. Assembles complex proposals, directs the development of sales marketing materials, often with very tight deadlines from agencies and other prospects. Manages all aspects of MIT SMR's online ad server system.

Role eligible for flexible work schedule that aligns with department guidelines.

Principal Duties and Responsibilities (Essential Functions):** (include percentages to equal 100%)

Advertising/Sponsorship Sales 30%

Supports the sale of advertising and sponsorship programs for corporate partners. Assembles proposals, communicates with current and prospective partners, and implements programs often with very tight deadlines. Coordinates complex, large scale proposals for the MIT SMR team, involving many internal and external stakeholders. (Proposal assembly involves 6-9 iterations, with intricate details). Prepares comprehensive presentations according to MIT SMR's brand standards and messaging guidelines. Supports the staff sales reps and an independent sales rep.

Sales Development 30%

Does the marketing and development of new advertising and sponsorship programs through multiple proposal iterations, working to fashion corporate programs that meet sponsor needs. Directs all marketing activities for the sales group: manages a custom Salesforce system, tracks lead development across programs, creates and sends quarterly partner newsletter, and leads development of marketing materials such as media kits, online advertising pages.

Online Advertising 20%

Manages the sophisticated and complex MIT SMR ad server system. Implements, fine tunes, and tracks all online banner programs, which often need constant updating. Balances the needs of multiple advertisers to maximize banner delivery for each advertiser. Directs projects with the MIT SMR digital team to ensure the ad server system and site are working smoothly.

Custom Content 10%

Manages the same complicated set of sales development tasks as for sponsorship, above. Collaborates on the development and implementation of Custom Content products in collaboration



with the Creative and Direct Funded Content teams. Manages the proposal process for the custom and business development teams for any proposals that may be needed to present to clients and prospects.

Reporting, financial, admin 10%

Directs the invoicing and collection for this line of revenue. Tracks all sales, regularly delivers weekly and monthly (and occasionally daily) reporting to the sponsors/advertisers/ partners and reports regularly to leadership team on sales by category, partner and date.

Other Duties as Assigned or Required

Supervision Received: Reports to Senior Director of Business Development.

Supervision Exercised: None

Qualifications & Skills:

Required:

Bachelor's degree required

Minimum 2 years of experience in sales, marketing or related field.

Preferred:

Sales support experience preferred with three to five years' experience, ideally in publishing or other information-intensive industries.

Strong interpersonal skills and ease with Zoom, telephone, email and in-person contacts. Strong organizational and time-management skills, including ability to operate very independently, and balance many demands and priorities.

Facility with written communication, including sales messages and proposals. Excellent computer skills including Google ad server platform, Excel, Word, and PowerPoint.

Experience with Salesforce (or another CRM platform), Google Ad Manager and HTML is highly recommended.

Must be able to very quickly master new programs as required.



Competencies: Contribute; Collaborate; Engage

*** 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.*