



MIT Position Description

NOTE: For instructions on filling out this form, please download our [Position Description Template with Instructions](#).

Job Title: Editor 3	Position Title: Senior Editor, Custom Content, SMR
Reports to: Senior Managing Editor	% Effort or Wkly Hrs: 100% / 40 hours
Department: MIT Sloan Management Review	

Position Overview:

The Senior Editor, Custom Content, MIT Sloan Management Review (MIT SMR) develops and executes B2B custom content programs such as research reports (both survey-based and interview-based), white papers, guides, thought-leadership viewpoints, and webinars on behalf of corporate sponsors.

The Senior Editor, Custom Content, MIT Sloan Management Review (MIT SMR), creates, develops and executes custom and direct-funded content solutions. Primary responsibilities include developing proposals for thought leadership content that aligns with sponsors’ messaging goals; developing and executing quantitative research projects from survey development through fielding and analysis of survey results; overseeing the writing, editing and production of custom, native and advertorial content; managing client relationships, project management, and ensuring that all outputs meet MIT SMR’s quality standards and guidelines for custom content. Reporting to the Editorial Director for Direct Funded Content, MIT SMR’s matrixed structure requires significant collaboration with internal and external stakeholders, sales and marketing teams, web producers, content designers, outside vendors and contractors.

Principal Duties and Responsibilities (Essential Functions**):

Content Development (80%)

- Develops, edits, and approves all MIT SMR custom (sponsored) content, delivered in formats, including text-based reports, video, audio, infographics and webinar events.
- Recruits and supervises freelance editors, writers, researchers and designers to execute aspects of custom content projects.
- Develops and executes research plans, including survey instruments, survey fielding, data analysis and reporting (with external partner support, as appropriate).
- Recruits scholars, academic researchers and other thought leaders to participate in custom content projects, as interview subjects, webinar guests, etc.
- Lead editor for online content aspects of webinars, liaising with speakers, clients, and moderator.
- Ensures that all content meets our standards for editorial and research quality, and adheres to editorial guidelines for co-branded, custom thought leadership.



Project Management and Client Service (10%)

- Serves as primary point person for clients on all custom content projects, leading conference calls for project launches and updates and quickly troubleshooting client concerns.
- Develops, maintains and updates project plans and schedules, keeping projects on time and within budget.
- Liaises with collaborators in other MIT SMR departments such as digital production and marketing.

Sales Support (10%)

- Supports MIT SMR business development efforts by participating in sales calls to elicit client needs and goals, and ensure that work proposed reflects MIT SMR custom content policies and guidelines.
- Develops preliminary topic and research plans; contributes cost, topic, process, and scheduling information to proposals.
- Offers editorial insight during sales process to help inform decision making, planning, and execution on custom products.
- Willingness to support Custom content outputs through attendance at conferences and participation in MIT-campus events and to support MIT SMR's Marketing and Business Development teams in increasing awareness for Custom content offerings to executives, academics and agencies.

Supervision Received:

This position reports to MIT SMR's Editorial Director for Direct-Funded Content

Supervision Exercised:

Position engages and supervises external vendors, contractors, and freelance creatives.

Qualifications & Skills:

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

- B.A./B.S. degree in a related field required. A journalism background, experience with survey research, strong knowledge of technology in the enterprise, ability to work under time pressure, and passion for ideas that matter are desirable attributes.
- Minimum 5 years of journalistic, professional writing or editorial experience required. Experience working in a content development capacity, strong editorial skills, and project management expertise strongly preferred.
- Superlative organizational skills; ability to grasp, distill, evaluate and communicate complex concepts
- Excellent leadership, interpersonal, verbal, and written communication skills. creating and producing traditional and rich-media content; strong writing and editing skills and project management abilities.
- Understanding of current management and technology topics of importance to business leaders, and an ability to develop compelling new content ideas that align with sponsors' messaging themes.
- Direct experience with client service in a creative or professional services context.
- Excellent organizational skills, with demonstrated ability to manage multiple editorial projects in a fast-paced, fluid, and deadline-driven environment.
- Demonstrated ability to be highly resourceful in quickly researching complex topics and finding expert sources.
- Excellent leadership, interpersonal, verbal, and written communication skills.



- Working understanding of digital trends and metrics, particularly with respect to management and technology publishing, is highly desirable.
- Direct experience with custom publishing, research and survey development, market research, and content marketing, is a plus.
- Working understanding of Digital Transformation, Future of Work, AI/Machine Learning trends in business and understanding of content marketing tactics and objectives are highly desirable.
- Comfortable and adept with web-based collaboration, project management, communication tools (for example, Slack, Smartsheet, Asana).
- High level of proficiency with Microsoft Office programs (especially Microsoft Word, Excel, and PowerPoint). Familiarity with Adobe Creative Suite, AP Style, and Qualtrics a plus.

MIT Sloan Competencies:

- **Manage ambiguity and navigate change** while being comfortable and confident working in a fast-paced and changing environment.
- **Focus on impact and outcomes** while working to make a difference and achieve organizational goals.
- **Collaborate with others** while respectfully advancing organizational goals and achieving desired outcomes.
- **Support a culture of experimentation** by creating a safe environment for risk taking.

PREFERRED EDUCATION AND EXPERIENCE:

** 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.