



MIT Job Description

Job Title: Comms & Administrator 1	Position Title: Social Media and Communications Coordinator, Trust Ctr
Reports to: Director Marketing & Communications	% Effort or Wkly Hrs: 25%
Department: Martin Trust Center for MIT Entrepreneurship	Grade: 6, exempt

Position Overview:

The Communications Coordinator at the Martin Trust Center for MIT Entrepreneurship will develop marketing and communications content for the center, as well as create social media that focuses on the ways the center supports MIT students in their entrepreneurial efforts and education. This is a part-time role in which the main focus will focus on the regular creation of digital content projects as well as assist with outreach across campus to increase awareness of what the Trust Center offers.

Responsibilities will include development of a Trust Center podcast and affiliated materials, social media campaign, email marketing, and general campus outreach to students, faculty, alumni and donors. Additional responsibilities will involve support for major Trust Center annual events on as needed basis.

The Martin Trust Center for MIT Entrepreneurship is a student service center; therefore, the Communications Assistant will be required to be in person, on-campus, and based in the local area. The Trust Center is currently working on a hybrid work schedule—80% on campus in Cambridge and 20% remote.

Flexibility will be allowed for remote work, however majority of the job roles will require in person execution, such as recording of podcasts, videos, photography, etc. May be required to work outside of normal business hours.

Principal Duties and Responsibilities (Essential Functions):**

Digital Content Ceation (40%)

- Planning and execution of digital content in support of and to communicate the work being done by the Trust Center
- Development of regular Trust Center podcast series
- Coordination and scheduling of guests and Trust Center staff for podcast recordings
- Production of podcast recordings including live interview, post-recording editing of final audio file, and distribution and marketing of episodes across all channels
- Creation of video clips to be used for social share and marketing outreach efforts.
- Measurement of audience and listenership and reporting on trends to help plan for topics for future episodes

Online and Social Media (25%)

- Plans and implements digital marketing content strategy across social media channels (LinkedIn, Instagram, Twitter) in collaboration with Marketing Director
- Develops and maintains the digital marketing content calendar, designing and writing content, based on marketing goals and messages
- Creates new social media campaigns coordinating efforts across distribution channels
- Enhances content by developing photography and video assets • Works with current students to garner student-generated content and social posts
- Advises on best practices for all social platforms and engage with influencers and followers on all Trust Center social platforms to increase reach and audience
- Tracks and measures social media activity and reports on campaign results.
- Develops and manages Trust Center social media sites for targeted audiences (students/MIT staff, educators, the public at-large) including creating content, posting updates, and measuring statistics on all social media activity.
- Creates and maintains social media editorial calendar, schedules promotional messages in advance, measures and reports on campaign results.

Email Marketing (25%)



- Work closely with Director of Marketing on email marketing efforts
- Design templates to reflect current best practices in email marketing
- Assist with A/B testing
- Help maintain contact lists for multiple audiences (students, staff, friends and donors of the Trust Center, external)
- Communicate with DLCs across campus that are also working to support entrepreneurship and innovation for MIT students and maintain current list of contacts and roles

Events (10%)

- Video and photography on an as needed basis to capture Trust Center activities and stories in support of overall communication efforts and needs
- Assist as needed with execution of major Trust Center events.
- Occasional evening and weekend work to support events.
- Collaborate effectively to assist in the overall operations of the Center.

Other duties as assigned

Supervision Received: Supervision received from Director Marketing & Communications.

Supervision Exercised: No supervision exercised.

Qualifications & Skills

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

- B.A. in a related field required
- Minimum 1 year of communications experience
- Demonstrated writing and editing ability.
- Experience creating digital content and podcasts.
- Excellent organizational skills and attention to detail. Must be able to focus simultaneously on competing priorities.
- Ability to develop a process and follow through
- Ability to work independently and collaboratively.
- Excellent interpersonal skills; must be able to work with a variety of internal customers to accurately interpret their communications needs.
- Knowledge of, and experience and adeptness with, social media platforms such as Facebook, LinkedIn, Instagram, YouTube, and Twitter.

PREFERRED EDUCATION AND EXPERIENCE:

- 3+ years related experience
- Experience in a college/university environment.
- Experience with Constant Contact, AirTable, and contact databases preferred.
- Experience with Mac and Adobe Creative Suite (InDesign, Photoshop, Illustrator) design software, video editing or experience with video content development a plus.

MIT Sloan Competencies

- **Contribute** - Proactively identifies problems and opportunities for change, then implements solutions when appropriate
- **Collaborate** - Consistently keep others informed with relevant information; is generous in knowledge sharing
- **Engage** - Supports colleagues in their work to achieve excellence and contribute to the Institute's success
- **Lead** - Translates ideas into action through the creation of shared strategies, policies, and practices (i.e., ideas made to matter)

*** 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.*