

## MIT Job Description

### **Position Overview:**

The Senior Project Editor has one objective and three primary responsibilities. The objective of this position is to take care of the day-to-day operations of the Big Ideas Initiative, a research effort undertaken by MIT SMR in partnership with other organizations. The primary responsibilities for this position center on three areas: stakeholder management, content development and content distribution.

### **Principal Duties and Responsibilities (Essential Functions\*\*):**

#### **Stakeholder Management**

- Act as the operational point person for each Big Idea program.
- Play an integral role in partner relationship management.
- Develop program plans and schedules, and manage projects to keep deliverables on track.
- Act as a go-between for each program's collaborating sponsor, guest editors, contractors and the executive editor. Cultivate effective relationships with sponsors and operational counterparts in sponsor organizations.
- Act as a liaison with *MIT SMR's* Digital Media, Marketing and Business Development teams to suggest, deploy and review metrics and marketing plans for major deliverables.
- Share traffic performance metrics on a timely basis with guest editors and partners or other interested parties.

#### **Content Development**

- Work with editorial staff to manage the timely publication of each piece of content, from blogs to infographics to annual research reports. Manage a growing blogger community across all Big Idea programs.
- Develop and maintain content flow for 3-4 monthly e-newsletters through a network of guest and contributing editors, freelance writers, executives, academics and other thought leaders.
- Participate in survey development, manage input of questionnaire into survey instrument and engage in results analysis if needed.
- Source, solicit, schedule and conduct interviews with subject matter experts, including management of audio capture and transcription.
- Work with managing editor and digital team to achieve timely publication and optimal digital presentation.
- Assess the editorial needs of incoming content, directing content to contract editors, editing content on an as needed basis, and providing a final editorial review of content when it returns from copyeditors. Utilize SEO best practices.
- Assure the highest possible editorial quality of final deliverables.

#### **Content Distribution**

- Support development of marketing strategies for major deliverables. More broadly, increase the influence, reach and visibility of Big Idea program content by cultivating relationships with external groups. Seek out venues in which to present research outputs.
- Support development/creation of presentations and other conference materials.

Deals with confidential information and/or issues using discretion and judgment. Other duties as needed or required.

### **Supervision Received:**

This position reports to the Executive Editor of *MIT SMR's* Big Idea programs, and supports that position

as new projects emerge. This support can take the form of researching new sponsors, researching new and current topics, and developing new ideas for digital initiatives through significant interactions with academics and business partners.

### **Supervision Exercised:**

Manage external content vendors (editors, authors, designers, production managers, copywriters, fact-checkers, etc.).

### **Qualifications & Skills:**

#### **REQUIRED:**

- Minimum 5-7 years' experience in content development, content strategy, and managing diverse stakeholder groups.
- Strong knowledge of management and business topics in the areas covered by Big Idea programs, along with working knowledge and understanding of academic research studies, fielding of global surveys, data analysis, and case study development process.
- Fully seasoned editorial toolbox: from writing and editing, to brainstorming and proofreading. Candidate should have professional writing experience and as editor should be capable of managing multiple editorial projects in a deadline-driven environment. Experience editing and/or producing videos desirable
- Experience with author management, hiring and managing of subcontractors and freelancers, trafficking content through all stages of development, and knowledge of digital production a plus. Experience collaborating with web designers and developers.
- Excellent leadership, interpersonal, verbal and written communication skills combined with ability to prioritize multiple agendas at various stages of the publishing cycles within the programs. Experience successfully managing complex editorial projects to completion on time and under budget. Familiarity with AP Style, WordPress, Qualtrics and HTML a plus.
- Successful engagement experience in web site rollouts, social media and mobile platforms.
- Up-to-date understanding of digital trends and metrics with good working knowledge of business publishing, as well as the academic management literature and thought leadership. Familiarity with existing online management content, a plus.
- Experience successfully managing diverse groups of partners, collaborators and contractors in multi-stakeholder content initiatives. Demonstrated ability to work within intensively collaborative environments and passion for managing team-based projects. Effective engagement with multiple internal and external stakeholders is critical.
- Demonstrable passion for being a team player invested in the success of MIT SMR and the entire Big Ideas Program.
- Solid technical grounding and sensitivity to user experience; knowledge of UX/UI, SEO and other web and digital user-centric experiences a plus.
- High level of proficiency with Microsoft Office programs (especially Microsoft Word, Excel and Powerpoint). Some knowledge of informational graphics software, such as Tableau, is a plus.
- Either a master's degree in business, one of the social sciences, journalism or a related field, or equivalent directly related experience.

\*\* To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job 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.