

## MIT Job Description

<b>Job Title: Social Media Editor</b>	<b>Position Title: Assistant Director, Editorial</b>
<b>Reports to: Editorial Director</b>	<b>% Effort or Wkly Hrs: 100%</b>

### **Position Overview:**

The social media editor plays an important role in the Office of Communications by leading content and strategy for MIT Sloan’s social media channels, as well as working collaboratively on email newsletters and content development. The Social Media Editor’s work has the potential to reach hundreds of thousands of people online each day, bringing the work, ideas, and insights of MIT Sloan to an audience of global business leaders. Working independently, the social media editor makes editorial decisions about what content will engage this audience and how to deliver that content. The social media editor collaborates with staff, faculty members, and students across MIT Sloan to develop editorial content for the Ideas Made to Matter website.

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

**Social media networks (60%)** – Lead strategy and management of MIT Sloan social media networks

- Write engaging editorial and news copy for posts on LinkedIn, Twitter, Instagram, and Facebook using brand voice and guidelines.
- Manage and develop MIT Sloan social media calendars. Populate calendars with timely, creative content ideas that promote Ideas Made to Matter.
- Develop social media success metrics. Track metrics and develop periodic progress reports.
- Manage paid social media posting for MIT Sloan.
- Keep abreast of social media trends, tools, and concepts. Regularly brief editorial director and editorial staff on evolving best practices, innovative work, and changes in social media trends.
- Monitor social media networks daily to track mentions, news, and conversations. Follow and monitor appropriate accounts, users, and lists.
- Using independent judgment, reply to social media postings and direct messages daily.

**Web and newsletter production (20%)** – Manage weekly Thinking Forward newsletter and web production for Ideas Made to Matter.

- Contribute to weekly email newsletter, packaging Ideas Made to Matter content as insights for a global business leader audience.
- Following Associated Press style and journalism best practices, proofread news articles for Ideas Made to Matter before publication.
- Upload news articles to website using content management system. Propose creative uses of modules to display news content in compelling ways.
- With graphic designer, edit and prepare photography and images for use on website, social media networks, and newsletters.
- Direct and advise MIT Sloan editorial team on content management system best practices.

**Content creation and curation (20%)** – Identify and report on interesting news and stories around MIT Sloan

- Develop and direct standalone creative content for social media networks (e.g. Instagram campaigns, infographics, social video, curated user-generated content). Collaborate regularly with graphic designer to develop this content.
- Attend campus events to report on and collect content for a variety of uses (e.g. short interviews, quotes, photography, audio and visual).
- Advise news writers on developing content optimized for social media engagement.

Other duties as needed or required.

**Supervision Received:**

This position is supervised by the editorial director.

**Supervision Exercised:**

No direct reports.

**Qualifications & Skills:**

**Education:** Bachelor's degree required. Degree in communications, journalism, or a related field preferred.

**Experience:** Minimum of five years experience in social media management, web content management and development, journalism, or editing preferred.

**Skills:**

*Required*

- Experience as the primary social media manager for a business, organization, or brand.
- Experience managing editorial-driven social media.
- Experience writing and producing an email newsletter.
- Comprehensive understanding of social media platforms, trends, tools, practices, and measurement.
- Familiarity with content management systems, Adobe Photoshop, and email management software.
- Strong writing, editing, and copyediting skills, with a careful attention to detail and knowledge of Associated Press style.
- Solid editorial judgment, with a commitment to accuracy and engaging, meaningful content.
- Understanding of design and photography best practices and tools.
- Understanding of analytics and tools for measuring impact and reach of content (e.g. Google Analytics).
- Strong organizational skills. Ability to handle multiple tasks, prioritize work, and meet deadlines.
- Demonstrated ability to work independently with minimal supervision, as well as collaboratively with team members.
- Strong project management skills and attention to deadlines.
- Occasional, event-related night and weekend work.

- Deals with confidential information and/or issues using discretion and judgment.
- Experience with and interest in business, technology, and science news.

\*\* 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.