

MIT Job Description

Job Title: Comms & Mktg Administrator 1	Position Title: Communications Coordinator, MIT Sloan Sustainability Initiative
Reports to: Associate Director, MIT Sloan Sustainability Initiative	% Effort or Wkly Hrs: 100% Effort
Department: MIT Sloan	Grade 6

Position Overview:

The MIT Sloan Sustainability Initiative, as a mission-driven group, seeks to deliver on a vision “to empower leaders everywhere to ensure that humans and nature thrive for generations to come”. We deliver the best education in sustainability through course development, case creation and infusion, co-curricular activities including speaker series, and certification. We bring academic rigor to real-world challenges by supporting the research of our faculty directors in the areas of systems dynamics modelling through the *Climate Pathways Project*, economic measurement through the *Aggregate Confusion Project*, and systemic investing through the *Owning Impact Project*. This role supports both the education and research missions. It engages students internally by communicating our activities on campus and engages leaders externally in government and business by communicating relevant research they can practically apply as they lead efforts to improve the world.

Reporting to the Associate Director, the Communications Coordinator for the MIT Sloan Sustainability Initiative and is responsible for ensuring that we engage leaders and empower them to act.

The role consists of five main responsibilities: program and curriculum management; student engagement; marketing and communications; research support; executive event planning; and account monitoring. Program & Curriculum management includes content development, continuous improvement of flagship classes, syllabus development, training & overseeing TAs, and course operations/canvas. Student engagement includes advising students, certificate qualification and developing content for co-curricular programming. Marketing-Communications includes social media strategy, implementation, and monitoring, visual identity development, website management, outbound communications including newsletters, targeted campaigns to disseminate research, engage organizations in opportunities, and call our network to action. Research support includes translating complex research projects into accessible and engaging content. Executive event planning and account monitoring includes planning of Advisory board, donor, and VIP events, and monitoring of purchases and spending for Initiative operations, events, and vendors.

Principal Duties and Responsibilities (Essential Functions):**

Marketing & Communications Strategy (45%)

Over the years, the Sustainability Initiative has seen a significant increase in its brand awareness and impact. Particularly among incoming students (the certificate program has grown from 9 graduates in 2013 to an average of 90), Alumni, and practitioners. This is particularly evident in our social media following, and in external media coverage of our activities. It is our goal to continue to increase our impact and influence, creating a recognizable message and visual identity. This role is responsible for managing communications of the Initiative including:

- **Newsletters:** The Initiative communicates to our constituents through weekly, bi-monthly, and bi-annual newsletters. They will be responsible for creating and deploying these communications, soliciting content from team members, and other stakeholders, including student groups, staff at MIT, groups across campus, alumni and potential recruiters for jobs.
- **Website:** Will curate news, events, research, profiles, and other fresh content to update on the website and coordinate these efforts on social media. Manage the responsibilities of updating website course listing and certificate requirement documents as needed in concert with the Associate Director.
- **Social Media/Marketing:** Will serve as the Social Media Manager in charge of strategy, posting of internal and external content, tracking of data and key metrics, and coordinating mailings and other communications. In charge of developing and executing marketing campaigns for items like our Impact Report, director media highlights, courses, and events.
- **Branding:** In charge of developing and deploying Initiative brand through design of one pagers, event promo, social media posts, presentations, website page development, and updating/maintaining our branding toolkit. Collaborate with Program Assistant to order and keep inventory of branded materials such as water bottles, jackets, stickers, one-pagers, and other materials used to market and promote the Initiative.
- **Original Content:** This role will oversee the writer (contractor) in developing content for the website, and impact report. Including managing the writing schedule, providing feedback on pieces, coordinating the content for the annual report, and providing additional content for other MIT Sloan departments (Action Learning, CDO, OER, etc) that highlights the work of the Sustainability Initiative student and alumni community.

Program and Curricular Management (20%)

The Sustainability Initiative stewards a set of flagship courses in sustainability. The Communications Coordinator will play an essential role in creating compelling and effective marketing materials for courses, including course descriptions, promotional content, and other materials to attract students and enhance the visibility of the Sustainability Initiative's course offerings.

- **Developing Marketing Strategies:**
 - Create and implement marketing plans to promote flagship courses in sustainability.
 - Analyze market trends and student interests to develop targeted strategies.
 - Collaborate with the marketing team to ensure alignment with overall communications goals.
- **Content Creation:**
 - Develop compelling and engaging content for course materials, including slides, handouts, and online resources.
 - Ensure content is accurate, up-to-date, and reflects the latest trends and developments in sustainability.
 - Collaborate with faculty and subject matter experts to create content that meets educational objectives.
- **Collaboration with Faculty, staff, and students:**
 - Work closely with faculty to understand course requirements and objectives.
 - Collaborate with staff to coordinate course logistics and operations.
 - Engage with students to gather feedback and improve the overall course experience.
- **Impact Stories:**
 - Identify and collect stories that highlight the impact of the Sustainability Initiative's courses.
 - Develop case studies and testimonials that demonstrate the value of the courses to students and stakeholders.
 - Share impact stories through various channels, including social media, newsletters, and website.

Research Support (20%)

The Communications Coordinator will play a pivotal role in translating complex research projects and initiatives into easily understandable and engaging content for various audiences. This includes summarizing key findings, distilling technical information into accessible language, and ensuring that all content is accurate and aligned with the Sustainability Initiative's messaging. Specific responsibilities under this area include:

- **Research Project Promotion:**
 - Develop promotional materials to raise awareness of research projects.
 - Coordinate with the MIT Sloan marketing team and media relations team to integrate research projects into broader communications strategies and promote projects effectively.
 - Organize events or presentations to showcase research findings to stakeholders.
- **Content Creation:**
 - Create compelling content, such as articles, blog posts, and social media posts, to highlight research projects.
 - Collaborate with researchers to develop content that accurately reflects their work.
 - Ensure that all content is consistent with the Sustainability Initiative's messaging and branding.
- **Collaboration with Researchers:**
 - Work closely with researchers to understand the goals and objectives of their projects.
 - Provide support and guidance on communication strategies for research projects.
- **Metrics Tracking:**
 - Develop and maintain metrics to track the impact of research communication efforts.
 - Analyze data to identify trends and insights that can inform future communication strategies.
 - Prepare reports on key metrics to demonstrate the effectiveness of research communication efforts

Executive Event Planning (10%):

The Sustainability Initiative organizes a wide range of events throughout the year, including executive events and the Sustainability Lunch Series. The Coordinator will play a key role in assisting with the planning and logistics of these events, ensuring they are executed smoothly and effectively. This includes:

- **Marketing Strategy and Execution:**
 - Oversee the marketing strategy for events, including promoting them in a timely manner.
 - Communicate with relevant student groups, other MIT departments, and peer schools if necessary to maximize attendance.
- **Development of Marketing Materials:**
 - Provide necessary marketing materials for the promotion and execution of events, including materials/agendas, graduation materials, and promotional visuals.
 - Ensure that all materials are engaging and effectively communicate the value of the events.
- **Coordination of Other Events:**
 - Provide guidance to the Program Assistant and coordinate events such as the Sustainability Lunch Series, certificate graduation ceremonies, and student club events.
 - Ensure that these events are well-organized and align with the Initiative's goals.

Account Monitoring (5%)

Monthly account reconciliation to ensure charges made are accurate

Supervision Received:

Supervision is provided by the Initiative's Associate Director, position requires ability to perform with minimal supervision.

Supervision Exercised:

No direct reports. Will require coordination with Program Coordinator and affiliated contractors.

Qualifications & Skills:

Education: Bachelors required.

Experience/Skills:

Required:

Bachelor's degree in related field.

Minimum one (1) year of communications experience

Strong organizational skills; strong interpersonal and problem-solving skills; strong customer service and collaboration skills

Meticulous attention to detail and commitment to high quality work; positive can-do attitude combined with high energy level; willingness to learn new technologies, software, and other skills; and ability to work independently with minimal supervision, as well as collaboratively as part of a team.

Proficiency on PC and Mac, including applications Microsoft Office; Adobe InDesign, Photoshop; and direct email systems such as Emma and I-Modules.

Preferred:

Experience with MIT and/or MIT Sloan School of Management desirable.

Experience with content management systems and Salesforce a plus.

COMPETENCIES:

Collaborate:

4. Works towards team success with humility, both as a member and as a leader of formal and informal teams

6. Communicates openly and effectively by exchanging high-quality information, ideas, and opinions in a transparent and timely manner within and outside the school

Engage:

8. Fosters innovation and experimentation by applying original thinking, expertise, and professional experience to solve problems and develop new options and approaches

Lead:

10. Focuses on impact and outcomes while working to make a difference and achieve organizational goals

** 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.