

## MIT Job Description

<b>Job Title:</b> Writer/Editor II	<b>Position Title:</b> Writer & Editor
<b>Reports to:</b> Director of Editorial and Creative Services, Office of External Relations	<b>% Effort or Wkly Hrs:</b> 100%
<b>Department:</b> <i>Office of External Relations</i> , Sloan School of Management	<b>Prepared by:</b> Jake Berry
<b>Date:</b> 8/6/18	

### **Position Overview:**

The Writer/Editor will be responsible for creative content writing and edition in print and web, magazine, annual reports, newsletters, emails, social media, blogs and other publications for MIT Sloan School Office of External Relations. The ideal candidate will work on multiple project across several disciplines at the same time. This position is part of the communications staff within the Sloan School of Management, Office of External Relations and reports to the Director of Editorial and Creative Services, Office of External Relations.

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

#### **Writing for Emails, Website, Print and Magazine (55%)**

- Develop print and web content, write and edit for alumni magazine, annual reports, newsletters, and other publications for MIT Sloan School of Office of Alumni Relations. Main content areas include: marketing, testimonial, and informational content for MIT Sloan Alumni.
- Short copy for brochures, emails and event materials.
- Feature-length storytelling in long form writing creating articles, interviews for campaigns and the magazine.
- Writing for fundraising and stewardship activities, including appeals and news about gifts.
- Content creation and curation for different publishing platforms including social media, print, web and email.
- Produces articles, profiles, briefings, talking points, and/or other written material using subject matter expertise related to Sloan news and research.
- Uploads content to the website and social media.

#### **Editing and Sourcing (20%)**

- Independently research content.
- Select sources for interviews.
- Guarantees clarity, organization, accuracy, style, and quality of written work.
- Proofreads all content and ensures tone and voice are consistent across all content.

#### **Project Management (20%)**

- 
- Manage projects on a day to day basis, ensuring deliverables and deadlines are met.
  - Work within preset timeline and budget.
  - Manage outside vendors.
  - Schedule meetings, create agendas and distribute meeting notes.
  - Communicate to project team the status on a regular basis.
  - Serves as a liaison between the client and printers/publishers.
  - Coordinates the printing production process to ensure quality.
  - May coordinate and lead the work of others.

#### **Direct Mail (5%)**

- Write direct mail solicitations copy and ask statements.
- Work with team members to test and optimize direct mail.
- Analyze results and provide feedback and suggestions.
- Works collaboratively within Sloan and MIT on direct mail.

#### **Supervision Received:**

The Writer/Editor will report to the Director of Editorial and Creative Services, Office of External Relations. The Writer/Editor will work collaboratively with the Director of Editorial and Creative Services, Graphic Designer, Digital Marketing & Social Media Manager in the Office of External Relations, and other departments across Sloan and MIT as needed. Work assignment and approval will come from the Director of Editorial and Creative Services, Office of External Relations.

#### **Supervision Exercised:**

No direct reports. May monitor and coordinate the work of students and temps.

#### **Qualifications & Skills:**

- Writing experience: The successful candidate must be an experienced, talented writer and editor who can work on deadline in a fast-paced environment while managing multiple projects. Versatility as a writer; must be able to communicate well using various styles and media. Excellent communication skills (written and oral) and ability to build positive relationships with a wide variety of individuals and stakeholders within the school and across the institution.
- Project-management experience: Must have project management experience. Ability to work independently and use sound judgment in decision making, including setting and managing priorities and meeting competing deadlines. Flexibility in handling and prioritizing multiple projects simultaneously.
- Creativity, collaboration, and problem-solving: Creative problem-solving and collaboration skills. Desire to work in a fast-paced environment and ability to adapt to changing priorities, as well as evolving technology platforms. Successful experience as both an independent and team player is critical.
- Ability to exercise discretion, maintain confidentiality and present a strong service orientation is necessary.
- Must be detail-oriented, highly analytical, demonstrate initiative, possess strong networking skills, and have the ability to build and maintain relationships across the institution.

- 
- Candidates must have knowledge of and at least intermediate skill level with Microsoft Office Suite, specifically MS Excel, Word and PowerPoint. Knowledge of, or willingness to learn content management systems.
  - This role requires occasional work on nights and weekends.

**Education:**

- Minimum of 5 years experience (or equivalent combination of education and experience) in writing and editing in a professional setting.
- Bachelors degree in Communications, English, Journalism, or related field and/or equivalent experience/training.

**Preferred Qualifications**

- Experience with Drupal content management system.
- Familiarity with Adobe InDesign.
- Experience translating complex science or policy concepts to audiences with varying levels of knowledge about the subject matter.
- While not required the ability to create and execute videos to support Institutional Advancement programs and increase affinity with alumni and donors; including storyboarding, shooting and editing video content for website, social and electronic communications in a high-quality manner that is consistent with the university's image and brand would be preferred.

\*\* 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.