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| **Job Title:** Comms & Mtg Admin 2 | **Position Title:** Assistant Director, Admissions Marketing |
| **Reports to:** Associate Director, Marketing | **% Effort or Wkly Hrs:** 100% |
| **Department:** Sloan Admissions |
| **Date:** 7/28/2022 |

MIT Job Description

**Position Overview:**

The Assistant Director, Marketing is a key member of the Admissions Team who creates and manages innovative marketing content to attract applicants to MIT Sloan Master’s programs (MBA, MFin, MBAn, Sloan Fellows MBA, LGO, and MSMS). They create content that drives prospects through the admissions funnel: generates leads, engages prospects, nurtures applicants, and converts admits. This includes, but is not limited to print publications, digital collateral, recruiting presentations, email communication plans, social media, admissions packets, and websites.

Responsibilities include strategically managing the timeline and budgets for development of marketing materials, working closely with other members of the admissions marketing, recruiting, evaluation, and operations teams, as well as other offices across MIT; and leading the creative teams of external writers, designers, photo/videographers, and developers.

Will work closely with Admissions staff to collect and analyze marketing data, identify trends, recommend solutions, and communicate results. Responsibilities may include delivering on- and off-campus recruiting presentations and evaluating applicants.

The Assistant Director is eligible to work a hybrid schedule of remote and in-person days.

**Principal Duties and Responsibilities (80%):**

Marketing Project Management (30%)

* Manages the timeline and budget for developing marketing materials
* Leads the external creative team of writers, designers, photo/videographers, and developers
* Collaborates with website coordinator to ensure relevant and up-to-date content is displayed on the external and admit websites
* Identifies, organizes, and leads admissions projects and activities

Development (30%)

* Leads project team in development of fact sheets
* Develops content for and prepares recruiting presentations (slides, videos, handouts)
* Responsible for creating content for conversion materials (AdMIT packages and AdMIT websites), leading the project team, and collaborating with the program offices
* Writes, edits, and develops creative content for internal and external audiences, such as customized and personalized email communications to prospective applicants, admitted students, and event participants

Strategy (20%)

* Guides strategy for marketing content and campaigns to nurture prospects and guide them through the admissions funnel
* Collaborates with other members of the marketing team on email, social media, and website strategy

**Other Admissions duties (20%):**

* Participates in and deliver presentations to prospective candidates at on-campus, off-campus, and online recruiting events
* On-going relationship management, including encouraging high potential and admitted students to apply and to enroll in the program, through email correspondence, counseling walk-ins, and liaising with student groups, etc.
* Reads applications and interviews candidates

Other duties as needed and assigned

**Supervision Received**

The Assistant Director determines specific work methods and carries out work activities independently; reports to the Associate Director, Admissions Marketing.

**Supervision Exercised**

Occasional, project-related supervision of temporary or contract workers is required. Leads projects teams of peers.

**Qualifications & Skills**

Required:

* Bachelor’s degree required.
* At least 3 years of communications experience in a fast-paced environment.
* Must have experience and be comfortable with travel.
* Ability and desire to work autonomously in a fast-changing, team environment in a flat organization and to function equally well as an initiator, facilitator and implementer.
* Skilled at multi-tasking, setting priorities and meeting deadlines.
* Must be able to demonstrate initiative and patience.
* Experience with Advanced Excel, PowerPoint, Word, Adobe Creative Suite (Photoshop, InDesign, Illustrator), a CMS (Drupal), a CRM (Slate), and project management software (Smartsheet) highly desired.
* An appreciation of diverse cultures and backgrounds and the ability to communicate effectively with a wide variety of constituencies.
* Deals with confidential information and/or issues using discretion and judgment.

Preferred:

* Minimum 4 years of professional work experience
* Knowledge of MIT is a plus.
* Ability to work independently and with a team.
* Demonstrated success in customer service with ability to show initiative and patience.
* Ability and desire to work with/within a diverse community by modeling and promoting the values of MIT, including advocating for and demonstrating an understanding of the qualities that promote and sustain such a community.

**Competencies**

* Strong desire to **Contribute** – manages ambiguity and navigates change; demonstrates desire and drive for learning; is self-directed and proactive
* Willingness to **Collaborate** – works toward team success; collaborates with others; communicates openly and effectively
* Passion to **Engage** within the community – act with caring and a sense of community; fosters innovation and experimentation; builds diversity and inclusion
* Ability to **Lead** – focuses on impact and outcomes; influences others, initiates and sustains change
* Experience **Managing** others – supports a culture of experimentation; effective at influencing others; effective at coaching and developing others

\*\* 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.