
MIT Job Description

Job Title: Marketing Coordinator	Position Title: Marketing Coordinator
Reports to: Associate Director of Marketing	% Effort or Wkly Hrs: 100%
Department: MIT Sloan Executive Education	

Position Overview:

The **MARKETING COORDINATOR** is a key member of the MIT Sloan Executive Education marketing team and will be required to collaborate with internal and external stakeholders. The Marketing Coordinator will work full time executing a wide range of tasks in order to promote a large portfolio of open enrollment programs with the ultimate goal of driving enrollments. This includes, but is not limited to: content creation and promotion; updating and optimizing website content; managing social media activity; analyzing campaign performance; and implementing various strategic marketing activities online and in print. The Marketing Coordinator will represent the brand at conferences and events and be responsible for logistics and planning. In addition, the Coordinator assists with day-to-day operations of the marketing team and other activities as necessary.

Principal Duties and Responsibilities (Essential Functions):**

- 1) **Content Marketing and Website (50%):**
 - **Content Creation and Management:**
 - Developing marketing materials using Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Microsoft Office (Excel, PowerPoint, Word) and managing related printing process with vendors
 - Maintaining inventory of marketing materials and fulfilling customer requests
 - Collaborating with the internal and external marketing team stakeholders to identify, write, proofread, and edit copy for print and email campaigns, website, and social media channels
 - Conducting interviews with faculty, participants, and other stakeholders to create content such as blog posts
 - Taking and editing photos and videos of faculty, participants, events, and architecture
 - Maintaining program listings in third party databases and event calendars
 - Creating and managing targeted email campaigns
 - Supporting webinars promotion and deliveries
 - **Website Optimization and Maintenance:**

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- Updating website and creating new web pages using content management system (CMS)
 - Identifying enhancements to and testing implementation of website functionality
 - Proofing the website to ensure information is up to date and accurate and all links work; resolving formatting issues and typographical errors; reporting issues
 - Working with agency to ensure website is optimized for organic search terms

2) Social Media (20%):

- Posting to social media channels through Hootsuite including Twitter, Facebook, and LinkedIn, engaging with followers, and providing customer service
- Collaborating with the marketing team to analyze social media performance and to optimize content strategy

3) Market Research and Analytics (15%):

- Working closely with agency to analyze the performance of marketing campaigns and initiatives in order to plan future efforts based on data driven insights
- Using Google Analytics and other tools to monitor, report, and analyze website, seo, email, and social media performance
- Engaging with customers to organize survey input, contests, focus groups, photo shoots, and interviews under direction of Associate Director of Marketing
- Accessing, updating, and creating reports and mailing lists from marketing and customer relationship management (CRM) database
- Conducting competitive research of other executive education programs and monitoring competitor activity

4) Conferences and Events (15%):

- Organizing logistics (e.g., prepare and ship materials, coordinate presence) and attending conferences (e.g., staff booth, administer contests, collect leads)
- Researching potential conferences and analyzing past ones to determine sponsorship plan
- Collaborating with the Associate Director of Marketing to identify in-kind sponsorship opportunities

5) Other Duties as Required

Supervision Received:

Supervision is provided by the Associate Director of Marketing.

Supervision Exercised:

NA

Qualifications & Skills:

MINIMUM REQUIRED EDUCATION AND EXPERIENCE:

- Education: BA or BS, preferably in marketing, communications, PR, or related areas of study
- At least three years of experience in a marketing department or agency; experience in executive education or academic programs a plus
- Proficient with Microsoft Office and Adobe Creative Suite; desktop publishing skills required (e.g., ability to create flyers and simple graphics)
- Experience using CRM (e.g., Salesforce), CMS, and web analytics systems (e.g., Google Analytics)
- Experience managing customer facing social media channels; familiarity with Hootsuite is a plus
- Experience in event planning and project management is required
- Excellent organization and time-management skills; able to manage multiple complex simultaneous projects under deadline pressure
- Strong analytical and critical thinking skills
- Strong collaboration skills; ability to work with internal and external stakeholders
- Superior written and oral communication skills; a strict attention to detail and accuracy is essential; strong proofreading skills and design sensibility
- Independent, self-motivated, strong service-oriented team player
- Ability to think creatively to come up with new and unique ideas for executing marketing objectives
- Comfortable dealing with an executive audience and committed to ensuring a superior customer experience
- Flexible and able to adapt to the dynamics of the business of executive education; able to work evening and weekend hours on occasion, particularly around conferences and other events

PREFERRED EDUCATION AND EXPERIENCE:

- Photography and video recording/editing experience is desirable but not essential
- Experience with search engine optimization (SEO) and paid search is a plus

** 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.