MIT Job Description

Position Overview:
To provide comprehensive communications, marketing, and dissemination expertise that enhances the image and effectiveness of the Gordon Engineering Leadership Program (GEL) and the Riccio Graduate Engineering Leadership Program (GradEL). Will identify, develop, implement, a range of diverse content for each program and assess the success of strategic plans and day-to-day activities that support a wide range of internal and external communications to stakeholders such as design, creative content, editing, production, and distribution of collaterals, reports, program updates, and best practices dissemination, web development and presence, program videos, and social media. Will manage specific events, engage with students and support strategic fundraising and corporate engagement. Will report to the Executive Director (GEL) and the Program Director (GradEL) and collaborate across the Technical Leadership and Communication Programs (TLC) to support its objectives.

Principal Duties and Responsibilities:
1) Creates, develops and implements overall communications strategy,
2) Writes, edits, and produces complex original content for branding, marketing, for numerous internal and external audiences. Assists staff with writing and editing of student recommendation letters, donor thank you notes, annual President’s Report, and others.
3) Develops, edits, and formats creative content, presentations and collateral for meetings, events, digital campaigns. Collaborates with staff and students on creating effective marketing materials for program’s related initiatives.
4) Manages specific events - identifies and organizes logistics and materials. Orders supplies, candy, and promotional items for students, staff and program guests. Manages event photography, editing, distribution, and archiving. Plans annual GEL Program Completion Ceremony and GradEL certificate delivery ceremony. Presents at events as required, especially those involving students.
5) Interacts with students - serves as a representative of the programs to various internal audiences (ex., job and career fairs, student orientations, student clubs, etc.). Engages with students to market and recruit as required, while understanding student perspectives and the MIT student culture. Interviews prospective student program applicants during annual admissions cycle.
6) Partners with vendors (e.g., writers, designers, web developers, agencies, and film production) to create deliverables. Oversees deadlines to ensure they are met by external vendors and deliverables meet quality expectation.
7) Responsible for database management for stakeholder contacts for mailing and other via various means, such as Constant Contact; manages contact lists for students, alums, industry, and friends of the program; tracks GEL and GradEL donations.
8) Responsible for the websites of both programs, creates content for, manages and oversees Programs’ social media accounts and (FB, LinkedIn, Instagram, Twitter).
9) Leads efforts to build online and offline communities, and capture and engage new audiences. Responsible for editorial direction, design, production and distribution of Programs’ publications for routine and non-routine activities for items such as newsletters, advertising campaigns, promotions.
10) Manages copyright requirements, including requesting and obtaining appropriate permissions, as needed.
11) Researches content and recommends areas to explore in developing original content.
12) Manages budget for specific events, programs or projects.
13) Collects, reviews, and analyzes data and metrics on effectiveness of various communications vehicles or campaign performance; uses data to inform recommendations for communications/marketing strategy or areas of improvement.
14) Assesses new standards, technologies, and trends in online communities.
15) Connects with other Communications staff at MIT to stay abreast of communications practices and resources at the Institute.
16) Supports fundraising efforts broadly, and coordinates with SoE to promote GEL/GradEL during MIT 24-Hour Challenge and other targeted fundraising initiatives.
17) Collaborates with other TLC program staff, as needed, and performs other duties as assigned.

Supervision Received:
Reports to the Executive Director (GEL) and Program Director (GradEL). Will receive direction guided by specific objectives.

Supervision Exercised: None.

Qualifications & Skills:
Education: Bachelor's degree in Communications, or a related field.
Experience: A minimum of five years of progressively responsible professional experience in communications or related field, including experience in digital communications, website and content management systems.

Skills:
• Demonstrated experience in developing and managing social media and web communications, and marketing campaigns for a program or organization.
• Excellent judgment and interpersonal and oral/written communication skills over phone, email, in-person, including presentation, to develop strong and effective working relationships with students, program staff, the campus community, and MIT and Wellesley College GEL alumni/ae and employers to build rapport with diverse stakeholder groups.
• Willingness and strong interest in working and engaging with students, and in supporting their professional development.
• Proven record of project/program management competence and excellent organizational skills.
• Be proactive, self-directed, and results-oriented, and able to define and execute projects independently.
• Must be a team player who is able to thrive in a highly collaborative environment and have successful experience being an effective member of a team.
• Ability to meet deadlines and manage multiple tasks while remaining attentive to detail and adapting to occasional shifts in circumstance or priority.
• Proficiency in basic production design using InDesign, Photoshop, Illustrator, and presentation design using PowerPoint.
• Ability to accurately change and update websites to maintain relevance.
• Demonstrated proficiency in photography and image management.
• Ability to support the planning, organizing and managing of conferences and workshops.
• Ability to work evening and weekend hours as required to support duties and responsibilities, both in-person and via Zoom or other online platforms.
• Ability and willingness to directly engage with graduate and undergraduate students with timely, caring interactions.
• Ability to handle confidential information and/or issues using discretion and judgment.
• Ability and willingness to travel as needed to support the programs.
• Employment is contingent upon the completion of a satisfactory background check.

PREFERRED:
• Experience with higher education, student affairs or relevant field.
• Experience with Adobe Creative Suite, email marketing software like Constant Contact, and social media management tools.
• Experience with MIT systems and SAP.
• Experience with CMS systems.