Position Overview:
Founded in 2001, MIT’s Undergraduate Practice Opportunities Program (UPOP) is a yearlong professional development program for sophomores focused on building the relevant and critical skills necessary for a career in industry, research, or academia. The program features 1:1 advising, interactive workshops and exercises led by UPOP’s dedicated community of mentors, program alumni, employer partners, and staff. UPOP students develop the skills to both acquire a summer internship and hone their communication, problem solving, and teamwork skills. Participants emerge from UPOP with the confidence and resilience needed to thrive in an ever-changing workplace.

Under the supervision of the UPOP Employer Relations Manager, the Communications Coordinator is responsible for coordinating communications with Undergraduate Practice Opportunities Program’s (UPOP): students, mentors, and employers. Coordinate UPOP’s multi-channel communication calendar, as well as develop and deliver content across channels (digital, print, social) that best support UPOP’s priorities and help the program meet its mission to prepare MIT sophomores to thrive in the professional world and be strong contributors to their organizations. Will collaborate closely across UPOP team to ensure program’s initiatives are properly marketed and that UPOP messaging is clear and consistent for both internal and external communications.

Marketing and Communications – 50%
1. Maintain UPOP multi-channel communication calendar for core audiences (current students, employers, program alumni, volunteers) on an annual basis.
2. Write and design original email campaigns throughout the year for UPOP core audiences, including but not limited to standard weekly and quarterly newsletters as well as event promotion and special targeted marketing campaigns. Ensure consistency and alignment with UPOP mission in all UPOP marketing messaging.
3. Coordinate and maintain UPOP email lists and ensure ongoing accuracy of student and alumni records.
4. Ensure UPOP’s graphic identity is maintained at a high standard.
5. Regularly analyze marketing and communication outreach results by audience/campaign/channel, prepare reports and update Senior Program Manager.
6. Coordinate UPOP’s social media presence across platforms including both developing and posting content to engage the current audience and increase UPOP’s following.
7. Maintain UPOP's WordPress website, triaging issues and working with outside vendors as needed. Create and manage content update schedule to reflect program’s content, stakeholder needs, and ongoing news updates.
8. Coordinate UPOP events photography, distribution and archiving.
9. Connect with other Communications staff at MIT to stay abreast of communications practices and resources at the Institute and to increase awareness of Career and Professional Development.
10. Collaborate with Communications staff in Technical Leadership and Communications programs as needed (GEL, GradEL and Comm Lab).
11. UPOP reporting – Partner closely with Senior Program Manager to prepare and maintain annual program-wide reports throughout the year, as well as the UPOP annual report, and UPOP By the Numbers.

**Stakeholder Recruitment & Engagement (40%)**

1. Responsible for creating promotional materials such as posters and one-pagers, and educational collateral (PowerPoint slide decks, infographics, training materials, handouts) to support outreach to and engagement with UPOP’s diverse population of students and alums, mentors, and employers, in both digital and print formats.

2. Partner with student program staff on planning and executing the annual first year/sophomore recruitment campaigns. Recruitment includes but is not limited to multi-channel marketing promotion, events (in-person/virtual), establishing promotional partnerships across MIT departments and MIT student organizations.

3. Collaborate with Senior Program Manager to engage UPOP’s donor base through annual fundraising appeals in coordination with the MIT Annual Fund, as well as assist in the production of annual stewardship communications for UPOP donors.

4. In collaboration with the Senior Program Manager, develop communications strategies and timelines to recruit MIT alumni and industry professionals to serve as mentors to UPOP’s student participants throughout the academic year as UPOP Mentor Network members, and for UPOP’s multi-day Team Training Workshops (TTW).

5. Serve as liaison to colleagues in the MIT Alumni Association and other Institute departments to disseminate information about mentoring with UPOP.

6. Collaborate with Senior Program Manager on mentor stewardship efforts, including communications and award nominations both within UPOP and at the Institute level in collaboration with the Alumni Association.

7. Communicate with MIT’s Office of Alumni Records to ensure all UPOP mentors are coded in the alumni directory.

**Other Responsibilities (10%)**

- Represent UPOP and MIT well by being familiar with and articulate about the Institute, including its mission, culture, academic programs.
- Participate in delivery of student program with UPOP staff team as needed, including student resume reviews, program events and student workshops.
- Serve as an active participant in MIT committees as requested.
- Perform other duties as required or deemed appropriate.

**Supervision Received:** Reports to the Employer Relations Manager, UPOP. Position requires ability to perform with limited supervision.

**Supervision Exercised:** None.

**Qualifications & Skills:**

Education: Bachelor’s degree in a related field required.
Required experience: A minimum of one year of communications and/or marketing experience required, including experience in digital communications, website and/or content management systems, preferably in a contemporary higher education environment.

Required skills/abilities:
- Demonstrated experience in developing and coordinating email communications, social media and marketing campaigns for a program or organization.
- Strong project management skills, including attention to detail, organizational skills and the ability to prioritize and be flexible in a fluid environment.
- Strong written and verbal communication skills.
- Be a proactive problem solver, self-directed, and results oriented.
- Able to define and execute projects independently, and work successfully as a member of a team
- Experience in e-marketing production including using platforms such as MailChimp.
- Ability to work occasional evening and weekend hours required.
- Ability to handle confidential information and/or issues using discretion and judgment.

PREFERRED:
- Experience with higher education, student affairs, college student personnel, counseling or another relevant field.
- Proficiency in managing web platforms such as WordPress, text messaging software, and social media management tools such as HootSuite are preferred.
- Proficiency in basic production design using InDesign, Photoshop, Illustrator, and/or demonstrated experience using web based graphic design tools such as Canva and Vengage, as well as presentation design using PowerPoint.
- Proficiency with Excel to manage large data sets and develop data visualizations to be shared with both internal and external stakeholders
- Proficiency with Mac operating system.