Position Overview:
Reporting jointly to the GEL Executive Director and the GradEL Senior Program Manager, the Communications and Marketing Administrator contributes to and implements communications and marketing activities for the Gordon Engineering Leadership Program (GEL) and the Riccio Graduate Engineering Leadership Program (GradEL). Develops original content, including writing/reviewing collaterals for internal and external audiences, and coordinates events and campaigns for the 2 programs. Collaborates across the Technical Leadership and Communication Programs (TLC) to enhance the organization’s visibility in support of its objectives.

Principal Duties and Responsibilities:
1) Creates and implements overall communications strategy, including serving as a representative of the programs to various internal audiences (ex., job and career fairs, student orientations, student clubs, etc.)
2) Writes, edits, and develops creative branding, marketing, and collaterals content and for internal and external audiences, including developing, formatting and editing presentations for meetings and events. Presents at events as required, especially those involving students.
3) 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, websites, and donor thank you letters.
4) Develops content for print and digital communications and campaigns across multi-media. Identifies and organizes projects and events including logistics and materials. Responsible for the websites of both programs, creates content for, manages and oversees Programs’ social media accounts and (FB, LinkedIn, Instagram, Twitter).
5) Manages copyright requirements, including requesting and obtaining appropriate permissions, as needed.
6) Interacts and engages with students to market and recruit at events as required, while understanding student perspectives and the MIT student culture.
7) Interacts with vendors to ensure that deadlines are met and products meet quality expectation.
8) Researches content and recommends areas to explore in developing original content.
9) Tracks budget for smaller scale programs/projects.
10) Compiles data and metrics for input into measuring campaign performance.
11) 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.
12) Provides recommendations on new standards, technologies, and trends in online communities.
13) Monitors trends and tracks outcomes in web content and social media and reports findings to Programs’ leadership.
14) Manages event photography, editing, distribution, and archiving.
15) Connects with other Communications staff at MIT to stay abreast of communications practices and resources at the Institute.
16) Supports staff with writing and editing of student recommendation letters, donor thank you notes, etc.
17) Orders supplies, candy, etc. for various events, and promotional items for students, staff and program guests.
18) Coordinates planning of annual GEL Program Completion Ceremony and GradEL certificate delivery ceremony.
19) Interviews prospective student program applicants during annual admissions cycle.
20) Collaborates with staff and students on creating effective marketing materials for program’s related initiatives.
21) Supports fundraising efforts broadly, and coordinates with SoE to promote GEL/GradEL during MIT 24-Hour Challenge and other targeted fundraising initiatives.
22) Collaborates with other TLC program staff, as needed.
23) Responsible for collaborating with other TLC Program staff, and writing and editing of annual President’s Report.
24) Performs other duties as required or deemed appropriate.
Supervision Received:
Reports to the Executive Director, GEL and the Senior Program Manager, GradEL. Position requires ability to perform with supervision provided on a limited basis.

Supervision Exercised: None.

Qualifications & Skills:
Education: Bachelor’s degree in Communications, Journalism or a related field.
Experience: A minimum of three 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.
• Experience in editing and writing for both print and electronic publications.
• Track record of demonstrating impact in social media and marketing efforts.
• Proven record of project/program management competence and excellent organizational skills.
• 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.
• 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.

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.