MIT Job Description

Department/School: MIT List Visual Arts Center

Official Job Title/Job Code: Communications & Marketing Administrator 1/Grade 6

Position Title: Marketing Coordinator

Payroll Category: Administrative Staff

Normal Work Week: 40 hours per week

Supervision Received: Communications and Development Manager

Supervision Exercised: Supervision of interns and outside vendors

Expectations for all employees:
As a member of the MIT community, supports MIT’s Non-Discrimination Policy and respectfully interacts with others in the community. Represents MIT with professionalism, ethics, integrity, and mutual respect towards colleagues and internal/external clients. Keeps current and proficient with necessary skills and knowledge, including computer skills. Self-identifies training needs relevant to work area and responsibilities. Demonstrates initiative, flexibility, openness to change, and accountability. Works within a team environment, providing support to and collaboration with colleagues. Is expected to know and follow relevant Environmental Health and Safety Requirements.

Position Overview Statement:
With minimal supervision, perform complex and diverse communication based functions in support of the List Visual Arts Center. The primary duties of this position are three fold-fold: manage the List Center web site, social media accounts, and all email and printed communications. Reporting to the Communications and Development Manager and working collaboratively with curatorial and education staff the coordinator will strategically implement all communication. Coordinator will also oversee design interns and outside vendors.

Principal Duties and Responsibilities

Manage Web Content
- Oversee all aspects of List Center website which is built in DRUPAL
- Responsible for posting all materials relating to exhibitions, public art, public programs, and events on the website
- Keep website current – update on a regular basis and review site with fresh eyes looking for improvements
- Proficient in other platforms: Eventbrite, Squarespace,

Print Communications
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- Create and manage timelines for all printed materials, including, but not limited to:
  - Exhibition brochure
  - Public Program Rack card
  - Banners
  - Campus Posters
  - Public Art Maps
  - SLAP Materials – tote bag, book mark, postcards

- Ability to create simple designs on own and hire and manage outside vendors for more complicated tasks
- Hire and oversee photographer for installation photos. Ensure that photos are posted on the web site in a timely manner and stored on the server in an organized manner.
- Create press packages with photos and PR Content.

E- Communications
- design and send bi-monthly E-news
- design and send event and program digital invitations
- E-flux
- Update external calendars as needed - MIT, Kendall Square
- Design annual report web site in squarespace

Social Media
- Organize and execute a digital marketing plan across multiple platforms including Facebook, Instagram, Twitter, and broadcast announcements.
- Create unique content – including animations, stories
- Facebook page for every program and event

Data Analytics
- Review and report on web and social analytics
- Report on weakness and strengths
- Track RSVP, Attendance, Engagement

Qualifications/Technical Skills:
Required:
- Associate/Bachelor’s degree or a combination of equivalent experience and at least one (1) year of social media and web based communications.
- Excellent administrative and organizational skills, including ability to multi-task, set priorities and manage competing priorities
- Excellent writing, communication, and copy-editing skills
- Positive attitude and excellent interpersonal skills
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- Demonstrative initiative and problem solving skills

**Technical Skills and Software:**
- Advanced computer skills in MacIntosh environment, including Microsoft Office Suite,
- Advanced skills in Adobe Creative Suite including photoshop, in-design, and illustrator,
- Basic programming in Drupal and MailChimp
- Able to learn new software programs as needed