MIT Job Description

Department/School: MIT List Visual Arts Center
Official Job Title/Job Code: Communications & Marketing Administrator 1/Grade 6
Position Title: Marketing Associate
Payroll Category: Administrative Staff
Normal Work Week: 35 hours per week
Supervision Received: Communications and Development Manager
Supervision Exercised: Co-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: oversee the List Center website, manage social media accounts, and design layouts for all email, printed, and digital communications. Reporting to the Communications and Development Manager and working collaboratively with curatorial and education staff, this position will strategically create and implement marketing and communication materials across our platforms. Occasional assistance with events or programs may be required. Coordinator will also work with design interns and outside vendors.

Principal Duties and Responsibilities

Manage Web Content – 25%
- Oversee all aspects of List Center website which is built in DRUPAL9
- 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, Dropbox)

Design Print & Digital Marketing Materials — 20%
• Work closely with Communications Manager to create and manage timelines for all printed and digital marketing materials, including, but not limited to:
  o Exhibition brochures
  o Public Program Rack card
  o Banners
  o Flyers / Posters
  o Public Art Maps
  o Back to school materials – tote bag, book mark, postcards
  o Digital graphics (Instagram stories, gifs, email headers, etc.)

• Must be proficient working with design for print, web, and social media. Primarily work with simple text and image graphics.
• Assist with the layout design for press packages.

E- Communications — 20%
• Design and send bi-monthly E-news
• Design and send event and program digital invitations
• Provide graphics for ad placements
• Update external calendars as needed
• Design annual report website

Social Media — 20%
• Work with Communications Manager to organize and execute digital marketing plans across multiple platforms including Facebook, Instagram, Twitter, and newsletters.
• Create unique content that is up-to-date with current trends across social media including animations, stories, short videos, memes, and infographics.
• Manage Facebook pages for every program and event.
• Stay current with dialogues across platforms (Twitter, Tiktok, etc.)

Image Database Management 10%
• Coordinate between departments to ensure images, marketing materials, and digital content is organized, archived, and stored on internal servers and externally facing Dropbox folders.
• Must have excellent organization skills with keen attention to detail to assist preparing contact sheets, press materials, and more.
• Proficient processing images for optimal storing and sharing.

Data Analytics —5%
• Review and report on web and social analytics
• Report on weakness and strengths
• Track RSVPs, attendance, and engagement
Qualifications/Technical Skills:

Required:
- Associate degree or a combination of equivalent experience and at least one (1) year of social media management and web based communications experience preferably for a nonprofit, education, or cultural organization.
- 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
- Demonstrative initiative and problem solving skills
- Interest in / knowledge about contemporary art, artists, and peer institutions

Technical Skills and Software:
- Advanced computer skills in Mac environment
- Proficient in microsoft suite (primarily Word, Excel, Powerpoint)
- Proficient skills in Adobe Creative Suite including Photoshop, InDesign, Illustrator, and potentially after effects (or similar video editing software)
- Basic programming in Drupal and MailChimp
- Able to learn new software programs as needed

Position location:
- Cambridge-based office with remote work opportunities
- Occasional availability for evening programs