

MIT Job Description

<u>Department/School:</u>	MIT List Visual Arts Center
<u>Official Job Title/Job Code:</u>	Communications & Marketing Administrator 1/Grade 6
<u>Position Title:</u>	Marketing Coordinator
<u>Payroll Category:</u>	Administrative Staff
<u>Normal Work Week:</u>	40 hours per week, in person
<u>Supervision Received:</u>	Communications and Development Manager
<u>Supervision Exercised:</u>	Supervision of interns and outside vendors

[Link to apply](#)

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: maintain and manage the List Center website, manage all social media accounts, and produce all digital and printed communications. Reporting to the Communications and Development Manager and working collaboratively with curatorial and education staff, the coordinator will strategically plan, develop, and implement communication strategies across several platforms. Coordinator is expected to have excellent written communication, be up-to-date on best practices in digital communications, and be comfortable managing project timelines and working with outside vendors.

Principal Duties and Responsibilities

Manage Web Content

- Oversee all aspects of List Center website which is built in DRUPAL
- Post 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.

Data Analytics

- Review and report on web and social analytics
- Report on weaknesses and strengths
- Track RSVPs, attendance, and engagement across in-person and digital events

E- Communications

- Design and send emails in Mailchimp
- promote events and track attendance on Eventbrite
- Update external calendars including MIT, Kendall Square
- Design annual report web site

Print Communications

- Ability to create simple designs (usually in InDesign or Photoshop) and collaborate with outside vendors for more complicated tasks
- Create printed materials, including, but not limited to: postcards, banners, posters, public art maps, and tote bags.
- Collaborate with photographer for installation photos. Ensure that photos are posted on the web site and stored in an achival manner.
- Create and manage press packages

Social Media

- Organize and execute digital marketing plan across all social platforms.
- Create unique content – including animations, stories, and reels
- Attend museum programs and events as needed to capture content
- Post video content to YouTube
- Create event pages for every program and event

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 communication management.
- 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
- Willingness to work occasional evenings to assist with registration at large events

Technical Skills and Software:

- Advanced computer skills in MacIntosh environment, including Microsoft Office Suite,

- Advanced skills in Adobe Creative Suite including Photoshop, InDesign, and Illustrator.
- Basic understanding of website backend management and formatting on Mailchimp.
- Open and able to learn new software programs as needed.