

MIT Job Description

Department/School:	MIT List Visual Arts Center
Official Job Title/Job Code	Mgmt 2, Grade 8
Position Title:	Communications Manager
Payroll Category:	Administrative Staff
Normal Work Week:	40 hours per week
Supervision Received:	Susie Allen, Associate Director, List Center
Supervision Exercised:	Supervision of communication associate and outside vendors

Position Overview Statement:

Support The List Center's growth by creating and disseminating clear, credible, and relevant information that promotes a favorable view of the List Center to internal and external audiences.

With minimal supervision, perform complex and diverse communication and development functions, while managing a small team for effective implementation and analysis. Primary areas of focus will be institutional communications, development communications, and managing press outreach. Secondary responsibilities include support with museum fundraising activities and events.

Reporting to the Associate Director and working collaboratively with curatorial and education staff, the manager will have direct supervision of the marketing coordinator and many outside vendors. Hybrid hours may be available for this position with a minimum of 3 days a week in person.

Institutional Communications (40%)

Implement communication strategy for the museum in support of building awareness and maintaining and reaching new audiences:

- Write, edit, and produce original content to support outreach.
- Implement brand guidelines across all platforms and departments.
- Create and manage content creation and editing for external audiences.
- Lead efforts to grow online and offline communities to engage new audiences.
- Manage planning and logistics for all e-comms including new web content, newsletters, invitations, and social.
- Project manager for print collateral including exhibition brochures, maps, member brochures and other unique pieces.
- Recruit and manage freelance contributors including writers, designers, web developers, and graphic designers.
- Keeps abreast of and learn new technologies and strategies to maximize efficiency.
- Set and track metrics for digital engagement across platforms and report to various List Center departments.

Development Communications (30%)

Manage communication plans to support successful fundraising efforts on behalf of the museum:

- Write, edit, and produce original content to support fundraising efforts and donor reporting including renewal letters, MIT annual reports, acknowledgment letters, and event invitations.
- Liaise with MIT Alumni office and other groups across campus for outreach strategy.
- Correspond with donors multiple times a year including oversight of mailings of renewal letters, catalogues, and brochures.
- Oversee donor recognition in print and online.
- Help implement and attend with museum events as needed.

Press Outreach (30%)

Develop and implement PR strategy to ensure adequate coverage from local, national, and international press:

- Prepare press releases and documentation library for exhibitions and large events.
- Develop unique press pitches for exhibitions, programs, and institute news.
- Partner with external vendors for targeted campaigns.
- Create targeted press emails.
- Develop interpersonal relationships with press for targeted outreach including outreach for to plan and host press trips.
- Recruit and manage freelance contributors or press agencies.

Qualifications/Technical Skills:

- Bachelor's degree and at least five years' experience.
- Proven track record of excellent writing, communication, and copy-editing skills.
- Excellent administrative and organizational skills, including ability to multi-task, set priorities and manage competing priorities.
- Comfortable and practiced in interacting with museum visitors and donors.
- Ability to work independently and efficiently with minimal supervision.
- Positive attitude and excellent interpersonal skills.
- Self-starter with demonstrative initiative and problem-solving skills.
- Ability to exercise independent judgment and discretion with confidential information.

Technical Skills and Software:

- Advanced computer skills in MacIntosh environment, including Microsoft Office.
- Proficient with photoshop and illustrator,
- Minimal programming ability to send emails through mail chimp or other email marketing tools.
- Database management
- Familiarity with Cision Communication database.
- Able to learn new software programs as needed.

Desired:

- Knowledge of and commitment to contemporary art is a strong asset.
- Familiarity with Boston art world, and national and international arts patrons and press landscape.
- Knowledge of MIT environment and the List Visual Arts Center.

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.