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## MIT Job Description

<b>Job Title:</b> Mgmt 2, Communications & Marketing Generalists, SRS, pay grade 8	<b>Position Title:</b> Communications Manager
<b>Reports to:</b> Executive Director	<b>% Effort or Wkly Hrs:</b> 100%
<b>Department:</b> Lemelson-MIT Program	

### **Position Overview:**

The Lemelson-MIT Program (LMIT) is a national leader in efforts to prepare the next generation of inventors and entrepreneurs. Our work focuses on the expansion of opportunities for people to learn ways inventors find and solve problems that matter in order to improve lives. Our commitment to diversity, equity and inclusion aims to remedy historic inequities among those who develop inventions, protect their intellectual property and commercialize their creations. The Lemelson-MIT Communications Manager is responsible for developing and implementing strategic marketing and communications campaigns that generate interest, engagement and support for all LMIT program initiatives.

### **Principal Duties and Responsibilities (Essential Functions\*\*):**

#### Communications and Public Relations (20%)

- Develops annual communications goals and a strategic plan for meeting the goals in collaboration with the LMIT Executive Director and program staff.
- Responsible for coordinating year-round communications activities with key constituencies identified for invention education programs, LMIT events, and the program as a whole. Collaborates with The Lemelson Foundation on opportunities for shared marketing and public relations.
- Responsible for maintaining publication schedules and coordinating with LMIT staff, contractors and others on the submission of content for agreed upon publications.
- Develops key messaging and oversees the development of presentation materials for speaking engagements.
- Responsible for editing and ensuring consistency across all communications efforts.
- Measures, monitors, and reports on the impact of communications campaigns.
- Works with the Faculty Director and the Executive Director to address public relations needs.
- Serves as main contact/liaison with MIT News Office, and responds to all press inquiries for LMIT.

#### Marketing (25%)

- Develops annual marketing goals and strategies for meeting LMIT Program goals in collaboration with the Executive Director and program staff.
- Responsible for mailing list development and management, and execution of nationwide marketing activities for invention education programs and LMIT events.
- Manages email and direct mail marketing efforts and related lists for program initiatives
- Measures, monitors, and reports on the impact of all marketing campaigns.

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### Fundraising Communications (15%)

- Develops annual fundraising communications plan to support LMIT fundraising goals in collaboration with the Executive Director and program staff.
- Supports fundraising efforts by drafting compelling solicitation messaging and documents.
- Manages email and direct mail efforts and related lists for fundraising communications
- Measures, monitors, and reports on the impact of all fundraising communications.

### Local Community Engagement to support local pathway development efforts (20%)

- Working in collaboration with the Executive Director and other LMIT staff, assists with community engagement and outreach efforts, monitoring and reporting.
- Generates outreach materials for LMIT InvenTeam and Pathways to Invention community engagement efforts, such as letters and public relations templates.
- Oversees compilation of contacts for key stakeholders in local communities.
- Provides social media and presentation training to LMIT programs as needed.

### General Public Awareness Communications (20%)

- Responsible for the development of integrated communications resources (electronic and print) generated to support the program and its communications and marketing goals, including videos, newsletters, web, brochures, email campaigns, advertising, and LMIT collateral.
- Provide supervision and direction to Communications Coordinator and communications-related contractors.
- Manages communications and community engagement budgets
- Manage the Lemelson-MIT website
- Create/manage LMIT brand guidelines and nomenclature
- Perform other duties as assigned

### **Supervision Received:**

Some supervision received.

### **Supervision Exercised:**

Supervises the Communications Coordinator, external marketing contractors, and other part-time employees.

### **Qualifications & Skills:**

#### *REQUIRED:*

- BA/BS in communications, English, marketing or related field required, MA/MS preferred
- Minimum of four years' experience in marketing and public relations, preferably in a nonprofit engaged in education related efforts or in an educational institution;
- Demonstrated writing and editing ability.
- Experience managing social media and email campaigns.
- Experience creating web content and managing web sites required; knowledge of html preferred.
- Ability to work independently and collaboratively.
- Must be able to focus simultaneously on competing priorities, and demonstrate planning and time

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management skills.

\*\* To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.