

MIT Job Description

Lemelson-MIT Program Communications Coordinator

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 Communications Coordinator works collaboratively with the Communications Manager to build brand awareness and stimulate interest, engagement and support for all LMIT program initiatives by executing communications and marketing activities, and developing materials in support of the program.

Principal Duties and Responsibilities (Essential Functions):**

Marketing (40%)

- Develops marketing materials for invention education programs and LMIT events, which may include direct mail, email, advertisements, social media, and other media.
- Manage creation of lists for key audiences and distribution of mass email communications, including uploading contact lists to Mailchimp, drafting email templates
- Work with program staff and communications manager to coordinate, implement and promote marketing and advertising efforts.
- Measures, analyzes and reports results of marketing efforts.

General Communications (20%)

- Writes original content and keeps updated electronic and print versions of communication materials in support of LMIT's mission and diverse activities, including e-newsletters, articles, case studies, advertisements, brochures, in collaboration with communications manager and program staff.
- Manages brand consistency of LMIT's website and online presence, make content updates as needed, and coordinate with an external web maintenance contractor.
- Works with graphic design and communications contractors as needed to create electronic and print materials.
- Responsible for posting all MIT-related announcements, upcoming events, news, and recruiting advertisements across campus.
- Develops and issues press announcements.
- Coordinates and manage photoshoots, maintain photos and videos on the LMIT website, and manage photo and video library.
- Produces electronic newsletters, podcasts, and case studies

Program Support (20%)

- Manages LMIT activities to support community engagement in key geographic regions (Pathways and InvenTeams)
- Authors and delivers community engagement training to students participating in LMIT offerings
- Edits and formats invention education lab publications and policy briefs
- Participates in the production of instructional materials and resources needed for invention education offerings
- Produces and manages video assets

Online and Social Media (10%)

- Develops and manages LMIT social media sites for targeted audiences (students/inventors, educators, the public at-large) including creating content, posting updates, and measuring statistics on all social media activity.
- Creates and maintains social media editorial calendar, schedule promotional messages in advance with Hootsuite to coincide with the press release dates. Measures and reports on campaign results.
- Records and streams Lemelson-MIT events in real time through Facebook and Instagram.
- Advises on best practices for all social platforms and engage with influencers and followers on all LMIT social platforms

General Program (10%)

- Tracks data and reports on communications activity
- Fields incoming emails and calls in support of the LMIT program and determine viability with the Communications manager and appropriate program staff.
- Provides assistance and support for all photo and video permissions requests.
- Provides proofing and editing assistance for research papers and other documents upon request.
- Other duties as assigned.

Supervision Received:

Some supervision received.

Supervision Exercised:

May supervise the work of interns.

Qualifications & Skills:

REQUIRED:

- B.A. or B.S. required plus a minimum of 1 year communications and/or copywriting, marketing or public relations experience.
- Demonstrated writing and editing ability.
- Knowledge of, and experience and adeptness with, social media platforms such as Facebook, LinkedIn, SoundCloud, Instagram, YouTube and Twitter.
- Experience creating web content and managing web sites required; knowledge of html required.

- Experience with MailChimp and contact databases preferred.
- Ability to work independently and collaboratively.
- Excellent organizational skills and attention to detail. Must be able to focus simultaneously on competing priorities.
- Excellent interpersonal skills; must be able to work with a variety of internal customers to accurately interpret their communications needs for electronic and print resources.
- Experience contracting/working with vendors.
- Experience with Mac and Adobe Creative Suite (InDesign, Photoshop, Illustrator) design software required. Video editing or experience with video content development a plus.
- May be required to work outside of normal business hours.

Application Requirements:

Qualified candidates will need to demonstrate his/her writing ability by providing work samples, including press releases, articles, ads, brochures, emails, etc.

** 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.