

Job Description – MIT Job # 23701

Functional Area:	Office of the Vice President for Finance, Headquarters		
Job Title:	Mgmt 5, Comms & Mktg Generalist	Position Title:	Director of Communications
Reports to:	Vice President for Finance	Prepared on:	February 2024
Salary Grade: 12	Salary Range: \$140,000 - \$175,000	Hours per week/status: 40/Exempt	

About the Office of the Vice President of Finance:

Join the MIT Office of the Vice President for Finance (VPF) and be part of a team dedicated to managing the Institute's financial resources to support education, research, and innovation. At VPF, we prioritize excellence, integrity, and inclusiveness in our work and office culture.

VPF achieves goals through teamwork and collaboration, and we celebrate those successes together. Our team comprises professionals with diverse backgrounds and skill sets who share a passion for financial and administrative excellence.

VPF offers flexible work schedules with both remote and in-office work. A VPF staff member will spend 2-8 days per month in the office, depending on the position and specific team schedules. Our primary location in Technology Square is convenient to amenities, including coffee shops, lunch spots, and events on MIT's main campus. Commuter resources, including free MBTA passes and commuter rail discounts, are available to all employees.

MIT's comprehensive benefits package demonstrates a commitment to our employees' well-being. Our benefits include health and dental insurance, a 401(k) plan with employer match, an additional pension plan with 100% of contributions managed and paid for by MIT, paid vacations and holidays, and more.

Position Overview

The Director of Communications directs and provides leadership for all communications and marketing efforts for the Office of the Vice President for Finance. This member of the leadership team will set and implement the communications strategy, operations, and priorities for the organization. They will have experience managing financial communications, working with various stakeholders to execute clear and robust financial presentations, and producing print and electronic communications for internal and external audiences. They will be an experienced writer, editor, and able to execute the needs for the leadership team effectively. They will direct the evolution of the VPF website and enterprise-wide newsletter, while continuously evaluating and enhancing VPF's communications channels and systems. They will be a strong problem solver, with the ability to learn new concepts quickly and possess a service-oriented attitude. They will develop communications for the MIT community about Institute-wide financial systems, processes, and policies and their impact on the MIT community.

Principle Duties and Responsibilities

- Leads, develops, and implements innovative communication and marketing strategies to achieve VPF and MIT's mission and goals. Builds upon VPF's identity and brand to create more engagement, awareness, and clarity about VPF, policies, and resources.
- Consults with and advises VPF leadership on strategic communications programs and matters that have a direct impact on VPF and the MIT community as a whole. Serves as counsel to VPF leadership when dealing with the press or internal and external stakeholders.
- Creates complex graphs and presentation materials that clearly convey the message of VPF leadership. Adapts to understand needs of the stakeholders and executes materials that align with desired outcomes.
- Designs, develops, writes, and edits communications for both internal and external constituencies on behalf of Vice President for Finance.
- Participates in the production of annual publications generated by VPF, including but not limited to the VPF Budget Book, the Report of the Treasurer, and the Report to the President.
- Partners on new initiatives to support and advance the Institute's activities related to vendor selection, diversity, equity and inclusion, system changes, and new processes related to internal and external changes. May contribute to the Institute's enterprise resource planning (ERP) project and communication strategy.
- Works with communications professionals across MIT to identify and maximize communication and marketing of key messages throughout all media and ensures consistency and coordination of content, design, and production of print and digital materials. This includes branding updates, attending, and contributing at EVPT and Institute Communications meetings, and ensuring high quality graphics and editorial standards.
- Partners with senior leadership to create promotional and informational materials for events meetings, and programs by consulting with VPF leadership team to identify messaging and content. Assists in creating strategies related to employee engagement, recognition programs, and recruitment.
- Advises on and coordinates communication activities with other offices across MIT including Human Resources, the Office of the General Counsel (OGC), the Office of the Vice President for Research (VPR), and the Offices of the Provost and the President.
- Has primary responsibility for ensuring the timely production of VPF electronic newsletters for audiences internal to VPF and externally to audiences across the Institute.
- Collaborates with senior leadership teams within VPF and across MIT to draft correspondences, community emails, talking points for presentations, and reports.
- Is a thought partner to the senior leadership on messaging for presentations for VPF audiences and other Institute-wide audiences, ensuring the VPF brand and identity maintains a high standard of excellence.
- Will lead and have overall responsibility for the content and maintenance of VPF's website, including managing contracts, technical developers, designers, photographers, and writers. Manages VPF presence on other MIT websites and in collaboration with VPF business units and develops microsites for the community, maintains the VPF organization chart.
- Considers opportunities to use social media tools to engage the MIT community in VPF's services and system enhancements. Leverages the communication tools used within VPF to advance communication strategies, including Slack, email, flyers, and digital signage.
- Develops and analyzes metrics to measure the return on investment (ROI) of communication and marketing initiatives, including the VPF Internet, Intranet, and open rates for multiple communications initiatives.
- Enhances communication vehicles for VPF staff using multiple channels and develops guidelines and vision for communication best practice for staff.
- Maintains a calendar of annual communications for VPF and in partnership with EVPT activities.

- Conceptualizes, writes, and approves content for a variety of projects and ensures that themes and messages are consistent across all communications content.
- Serves as the strategic advisor for communicating implementation of VPF services and applications on a variety of topics on behalf of VPF leadership.
- Leads coaching, training, and ongoing performance management of the Communications Officer.
- Other duties and projects as assigned.

Qualifications

Required

- Bachelor's degree in a related field.
- A minimum of ten years of communications experience.
- Excellent oral and written communication skills, including the ability to advise, influence, negotiate, present, and mediate with staff at all levels.
- Must be well organized, able to excel in a deadline-driven environment, and able to manage multiple projects simultaneously with minimal guidance.
- Must be able to analyze and synthesize information in a concise manner and make recommendations to resolve issues.
- Must be able to work independently, think strategically, and effectively work as part of a team with a wide variety of individuals within VPF and across the Institute.
- Must possess expert computer skills needed, including practical working knowledge of and experience with electronic and print publishing, website development tools, email and survey tools, and standard Microsoft Office tools.
- Must demonstrate advanced Excel and PowerPoint skills to convert financial data and concepts into professional quality presentations.
- Expert understanding of website design and management.
- Knowledge of design, layout, and database management software.
- Experience with Drupal or other website content management system.
- Ability to maintain a professional and respectful demeanor and exercise effective judgment and to deal with sensitive matters with tact and diplomacy.
- Demonstrated adaptability and flexibility, and ability to reprioritize workload as necessary.

Preferred

- Experience leading financial communications.
- Experience in an academic setting highly desired, preferably at MIT.
- Knowledge of HTML.
- Master's degree.

Supervision Received

Reports to the Vice President for Finance

Supervision Exercised

Will provide supervision to the Communications Officer

Additional Information

MIT considers equivalent combinations of experience and education for certain jobs. All candidates who believe they possess equivalent experience and education are encouraged to apply.

Employment is contingent upon the completion of a satisfactory background check.

MIT is unable to provide work authorization or visa sponsorship for this position.

This position has a six-month probationary period for new employees to the Institute.

Diversity, Equity, and Inclusion

VPF benefits from a diverse and engaged workplace and seeks to further enhance our community by employing individuals from varied backgrounds. VPF actively supports MIT's commitment to advancing a respectful and caring community that embraces diversity and empowers everyone to learn and do their best.

MIT is an equal employment opportunity employer. All qualified applicants will receive consideration for employment and will not be discriminated against on the basis of race, color, sex, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, ancestry, or national or ethnic origin.

VPF is Mission Focused

The Office of the Vice President for Finance (VPF) works to advance MIT's mission by supporting thoughtful stewardship and effective deployment of the Institute's financial resources. Forward-thinking and future-oriented, the office is working to create a seamless administrative experience for MIT colleagues and make it easier for them to comply with grant, accounting, and other applicable rules. VPF also seeks to enhance the quality of financial information available to MIT and is focused on providing services that are readily adaptable to the evolving demands of an increasingly global Institute.