



MARKETING SCIENCE INSTITUTE

## *Job Description*

<b>Job title:</b>	Communications & Engagement Manager
<b>Position classification:</b>	Full time / exempt / employment-at-will relationship
<b>Travel required:</b>	Yes. <i>Approximately 5% (post covid)</i>
<b>Location:</b>	Headquartered in NYC, but option for remote
<b>Reports to:</b>	Managing Director

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### **Principal Responsibilities**

This person will be responsible for enabling, coordinating and driving the communications and engagement aspects of MSI's core mission. A direct report to the Managing Director, this position comes with significant responsibility to deliver the best experience for our members.

### **The Role:**

High-quality, research and content are a pillar of the MSI member experience. MSI delivers members-only content to our community of corporate practitioners and research academics in meaningful and productive ways. We're looking for someone to join our team to manage our marketing and communication channels with flawless execution, relentless focus on the member experience, and creative flair. This is a full-scope communications role which requires strong project management and proactive stakeholder management skills as well an understanding of promotional marketing, social media, budget management and content marketing.

### **Ideal Candidate:**

You have a proven track record in marketing, content management, and/or project management. You have strong detail orientation, an interest in the discipline of marketing, foresight, good judgement, creativity, energy, thoughtfulness and confidence. We're a very collaborative group where every role is integrated with every other role in some way, so you'll need to enjoy working regularly as part of a true team. You are open to new ideas -- and ready to offer your own. We are a small, nimble organization that welcomes and enjoys all types of personalities and highly values diversity in all forms.

### **Core Responsibilities:**

#### **Digital Presence and Corporate Communications**

- Responsible for developing scheduling and issuing member, academic, and general marketing communications:
  - Design, draft, edit copy, route for approval, and issue most digital communications;
  - Format technical layout; and
  - Generate reports (open and click-through, etc.) as needed and report progress to senior leadership.
- Assist with driving MSI communications strategy.
- Keep MSI content up to date across channels.

- Work with teams across MSI and the ARF to ensure communications are synced and appropriate information is being shared to our unique audiences.
- Assist other teams in the organization with communication needs.
- Potential to work with cross-functional teams on communication integration efforts with MSI & the ARF.

#### **Website**

- Drive digital experience for MSI members, academics and general public.
- Update homepage on a regular basis, partnering with the research and events team to ensure the most up to date information is being shared.
- Edit and upload content and reports from various teams to WordPress site.
- Drive website content updates and cross-platform integrations. Work with leadership team on delivering new content formats through the MSI website and other communication channels.
- Work with MSI consultants as needed, ensuring vendor relationships are effectively maintained and any platform issues are resolved.
- Potential to participate in integration efforts for content sharing with MSI's parent company, the ARF

#### **Social Media**

- Manage MSI's social media channels (primarily LinkedIn and Twitter)
- Write and review content to be shared, ensuring MSI's voice as a leader in the industry
- Schedule regular cadence of content to be shared, use tools like Hootsuite for planning

#### **Member Engagement & CRM**

- Build audience targets, drip campaigns, engagement reports, etc. to capitalize on member data captured through information systems.
- Regularly review and make CRM updates and changes as needed ensuring the accurate capture of member information.
- Work with MSI consultants as needed, ensuring vendor relationships are effectively maintained.
- Regularly pull reports on member engagement and coordinate specialized outreach with members accordingly.

#### **Skills and Minimum Requirements**

- BA, minimum of 5-years of relevant professional experience
- Experience with WordPress or other website platforms
- Experience with database maintenance and reporting using Salesforce and/or Pardot required
- Social media experience required, including use of systems like Hootsuite
- Proven aptitude for troubleshooting and learning new software and technologies quickly
- Proficient across the entire Microsoft Office suite
- Must be extremely well organized with a strong attention to detail
- Ability to multi-task and work independently
- Strong written and verbal communications
- Must be flexible and able to work under pressure