Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Digital Content Officer

Department/Division: Marketing, Analytics and Communications Team, Department of Management
Accountable to: Tevec Ibrahim, Marketing Communications Manager

Job Summary

The post holder will work within the Department of Management's Marketing, Analytics and Communications (MAC) team to enhance the department's online presence across key digital platforms. You will improve the Department's web presence by streamlining processes, analysing data and continually improving the user experience. You will and carry out key projects which contribute to the overall digital strategy such as leading on our Digital Content Library and coordinating the Social Media Calendar.

You will be responsible for sourcing and delivering engaging imagery and content to tell the story and activities of the department to our key target audiences. You may also be required to share this content across various digital channels (CMS, Contensis, WordPress, Facebook, Instagram, Twitter, LinkedIn, YouTube), with the aim of driving engagement with the Department of Management (DoM) community and external audiences to help the Department achieve its strategic objectives.

Duties and Responsibilities

Website

- Ensure content consistently adheres to LSE and departmental brand guidelines and is of high editorial quality.

- Ensure website compliance with UK law and LSE regulations, eg, copyright and GDPR.

- Maximise SEO, accessibility, and usability of pages, write alt text and images descriptions.

- Provide content management system (Contensis) training for new starter staff andsupport operational queries.

- Continuously update and review web content to avoid outdated information and to remain relevant.

- Regularly carry out competitor research to inform development of department website.

- Regularly review the site for broken links and/or user journey issues.

- Contribute towards the department's website editing policy.

Blog

- Maintain and develop blog process, content calendar, and editorial workflow to ensure consistency, quality, and efficiency.

- Commission student led blogs with line manager, copywrite and proofread before publishing.

- Act as main contact for departmental blog queries.

Content creation and planning

- Create user-friendly content that positions the Department of Management as a thought leader, attracting top students and staff.

- Amplify the student voice and student led initiatives through engaging content.

- Source appropriate, relevant and captivating imagery that portrays programme content and department/LSE values.

- Lead the Image Library Project with guidance from the Marketing Communications Manager.

- Maintain good editorial plans and regularly communicate the editorial pipeline with the team, working to a publishing schedule and deadlines

- Build relationships within the department to identify content opportunities.

Social Media
- Source and write effective and engaging content for the Department of Management social media channels and contribute ideas to the social media plan.

- Lead on the development and maintenance of a social media calendar ensuring posts are timely, on brand and have a consistent tone of voice.

- Keep abreast of latest developments in social media and share best practice with the team.

- Be a social media representative for the Department at wider school meetings.

Analytics
- Utilise data to drive web and digital content decisions.

- Provide analytics to the social media group to inform future posts.

Other
- Deliver support, assistance, and cover for other members of the team.

- Lead by example and form positive working relationships with professional service and academic colleagues.

- Respond promptly to colleagues, stakeholders and external enquiries, including comments on social media, escalating to the Marketing Communications Manager as required.

- Manage a busy and varied workload and prioritise effectively

To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above.

Flexibility
To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)
LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code
Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: click here

Environmental Sustainability
The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.