



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: Communications and Events Officer

Department/Division: Department of Gender Studies **Accountable to:** Research Manager

Job Summary

The LSE Department of Gender Studies is a recognised hub of global expertise in the study of gender. The department was established in 1993 to address major intellectual challenges posed by contemporary gender relations. This remains a central aim of the department today, which is the largest postgraduate research and teaching unit of its kind in Europe.

The Communications and Events Officer is a key member of the department's Professional Services team. The post holder is responsible for the department's events programme and communications, working with faculty and students to promote the department's activities to a wide range of audiences, including:

- Effectively managing, coordinating, attending, and publicising the department's events programme including seminars, student events, staff events, conferences, and public events.
- Implementing, maintaining, and updating the department's communications strategy and monitoring performance against aims.
- Coordinating external and internal communications from the department
- Developing the department's external web presence via social media, the website, and other external channels.
- Working with the key academic staff and colleagues across LSE to increase the visibility of the department.

The role involves occasional evening work during term time, with time taken back in lieu and more flexibility given over the vacation periods.

Duties and Responsibilities

Events

- To coordinate, promote and deliver the department's events programme, developing our outreach to attract new audiences to our events.
- Coordinating logistics for events, i.e. booking rooms, catering and AV facilities, tracking invitations made to guests, liaising with speakers and chairs, booking stewards, and setting up and testing hybrid facilities.
- Create publicity materials and oversee the logistics, budgeting, execution, and follow-up of department-level events.
- Compile, edit and upload post-event content including audio and/or video.



- To provide advice to faculty members considering or planning for an event via the department's event proposal process and to support ad hoc departmental events ensuring all event logistics are in place.
- To regularly liaise with the faculty Events Chair on all aspects of the events programme including the management of the events budget.
- Writing to and liaising with VIPs, high profile and other speakers, and dealing with press and guest enquiries, liaising with LSE's Events team as required.
- To line manage ad hoc support staff employed by events e.g. stewards.
- To ensure that the department complies with its legal and statutory obligations when conducting events, including Health and Safety checks and Risk Assessments, and to brief staff as appropriate.
- To coordinate our EDI and EIA approach to all aspects of our engagement activities, ensuring they meet these standards. To provide accessibility guidance for department activities (in person and online), to be able to flag potential issues.
- To develop and independently maintain strong relationships with relevant contacts and partners for the promotion of events, and actively generate interest and engagement with the departmental events programme.
- To manage any post-event communications and feedback forms, including raising and implementing any key learnings.
- To keep accurate records of sign-ups and attendance figures as well as of the outreach of the event promotion on the various social media channels, and the events videos and podcasts.

Communications

- To develop and implement the department's communications objectives, amplifying the reach of its research and academic output.
- To produce a communications schedule which serves to promote the department's events programme as well as research publications and other activities.
- To raise the profile of the department through engaging and impactful content ideas, e.g. research features, blogs, submissions to LSE-wide newsletters, social channels, and initiatives. Explore the possibility of new outreach channels such as podcasts and videos.
- To produce high-quality, engaging written content, proofreading, and fact-checking all content, as well as commissioning contributions from staff and students.
- To independently plan, commission and coordinate a schedule of regular content for the department's termly public newsletter and weekly student newsletter.
- Design and produce publicity material (open graphs and social media assets) and, where appropriate, print materials (e.g. brochures, booklets).
- To act as the first point of contact for departmental Communications queries, referring if necessary to faculty members or the LSE Communications Division.
- To develop open communications and positive relationships with academic staff, ensuring they are aware of and are encouraged to promote their activities via Gender channels.

Website and social media

- To manage the department's website and public-facing social media channels ensuring the site is fully optimised for information, search engine performance and accessibility.
- Planning and developing the website, ensuring a coherent and intuitive website structure that is attractive to users, managing quality control of any content added, and keeping the website up to date. Ensuring compliance with UK law and LSE regulations, e.g. copyright and GDPR and accessibility and usability of pages. To oversee monitoring of communications and web engagement through surveys, analytics, and other forms of impact – and develop opportunities for innovation and improvement.
- To update web assets as appropriate with LSE's Student Communications Identity branding.



- To maintain the CMS in an orderly and user-friendly way, ensuring clarity in the naming and organisation of files and assets.
- To manage the department's social media channels, including X, Instagram, and YouTube. Sourcing and posting regular high-quality content.

Marketing

- Oversee the production and editing of communications materials and any external facing documentation (e.g. event programmes) to ensure consistency and a defined departmental image. Have final oversight of materials (e.g. PhD/MSc handbooks) to ensure clarity and consistency in tone of voice.
- To restructure and improve our contacts database, creating new mailing lists and ensuring all details are up to date. Periodically refreshing content by keeping updated on relevant networks in London and elsewhere to ensure high numbers attending events and following our media content. Joining appropriate networks as required to boost the departmental contact networks.
- To identify key dates in the academic year to ensure all events will not clash with other similar events and tap into school-wide initiatives or support.
- To work with the Research Manager to increase the visibility and impact of departmental research activities, projects, and awards.

Student engagement

- To help to develop and promote the LSE gender studies alumni network.
- To support the MSc Programme Manager with MSc student engagement including the Welcome and Enhance event programmes.
- To supervise student representatives (MSc and PhD) engaged in activities for the Department (e.g. event stewarding, creating social media or online content).
- To assist in the organisation of student workshops or conferences including promotion, bookings, and staff involvement.

Teamwork and motivation

- To work closely with academic and professional services colleagues to ensure effective service delivery.
- To attend and contribute to relevant departmental meetings, including bringing items of relevance to the various meetings for discussion.
- To compile information and data as requested and to report this to department management and relevant committees as needed.
- To provide an efficient, helpful, accurate and effective information service to students and staff, fostering a collegial atmosphere between departmental colleagues at all levels and in all staff groups.
- To develop mutually beneficial relationships with departmental colleagues and staff at all levels in other LSE departments/divisions/networks, contributing to relevant Schoolwide forums as required.

General

- To plan, prioritise and organise own day-to-day work in line with deadlines and agreed objectives.
- To maintain an outstanding level of attention to detail in all aspects of the role.
- Support our Equality Diversity and Inclusion and Equality Impact Assessment approaches and ensure they are applied to all aspects of our engagement activities.
- To undertake any other tasks required by the Department Manager or Research Manager.

**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.