



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 Coordinator

Department/Division: International Relations

Accountable to: Student Experience Manager

Job Summary

The Communications Coordinator will act as first point of contact for all Department communications, and take the lead on internal and external departmental focused communications, ensuring that key messages are disseminated effectively to range of audiences, including but not limited to:

- Implementing, maintaining and developing the Departments' communication and engagement strategy
- Managing external and internal communications for the Department (for staff, students, visitors, alumni and external audiences)
- Developing the Department's social media presence, proactively working to expand audiences and engagement, and enhancing the visibility of the Departments' research and teaching

Duties and Responsibilities

Communications/Social Media

- Co-ordinate, along with the Student Experience Manager and Department Manager, the development and production of a Department communications strategy
- To develop and implement the department's communications objectives, amplifying the reach of its research and academic output
- To maintain and further develop 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
- To proactively lead and develop new outreach channels (such as podcasts and videos).
- To keep abreast of new developments in communications and social media, and ensuring the Department is keeping up-to-date with its channels and outputs.
- To produce high-quality, engaging written content, proofreading and fact-checking all content
- To independently plan, commission and coordinate regular, high-quality content for the staff and student newsletters, sourcing content from internal stakeholders and commissioning contributions from staff and students
- To work with the Student Experience Manager to develop and lead on a communications engagement plan with Departmental alumni, increasing engagement and building stronger alumni networks
- Taking responsibility for departmental communications and act as the first point of contact
- To work with the Department's Research Manager to increase the visibility of department



research, developing engaging and impactful content, for academic and non-academic audiences

- Coordinate and develop marketing initiatives to support the successful promotion of the Department's teaching programmes (both core and ancillary)
- To manage the Department's social media presence across a variety of platforms (including LSE Student Hub) in order to raise the profile of the Department's educational/student experience initiatives, research, and public engagement
- Sourcing and scheduling appropriate original content on the Department's social media accounts, as well as appropriate re-posting, bearing in mind Best Practice/School policy.
- To be aware of relevant initiatives and ensure these are publicised in a timely manner through social media updates
- To log analytics for social media channels and use these analytics to determine relevant content and an understanding of the content that is engaging, producing reports and devising strategies for increasing engagement.
- To attend some departmental events and activities, some of which take place in the evening, and provide live social media engagement during the event
- To liaise and work alongside the LSE Communications Division and attend LSE-wide meetings and events to support and enhance departmental communications, ensuring best practice and implementation of new School initiatives.
- To proactively identify new opportunities, networks and contacts so as to support the development of all communications across the Department, keeping up-to-date with School-wide and sector developments
- To liaise with the Department's Student Experience Manager, Events Coordinator and Web Editor, to ensure effective collaboration on the Department's communications initiatives
- To assist with Departmental written promotional materials, as and when required

Events Administration

- Providing administrative support, as and when required, for Departmental events, in liaison with the Student Experience Manager and the Events Coordinator
- Attending public lectures and student events, if required, to ensure their smooth running and delivery. As the Department's events typically take place on weekday evenings from 6:30-8pm, please note that this position will require occasional evening work
- Preparing publicity materials for events and ensuring promotion of events both internally and externally, including maintaining events distribution lists, liaising with the Department's Web Editor, and creating content for social media
- To assist, as necessary, with Departmental networking initiatives

General

- To attend and contribute to, where relevant, Department and School meetings, and other department meetings as required
- To contribute actively and positively to the effectiveness of the Professional Services team and to the Department's objectives
- To work closely with the current Department Administration and Academic team to ensure a high standard of service is delivered to all stakeholders
- To organise and take responsibility for own workload
- To proactively contribute to and support the implementation of best practice developments
- To liaise with departments and divisions across the School in relation to implementing and developing a range of activities, e.g., the Communications Division
- To proactively approach the role and use own initiative to evaluate working practices and procedures where appropriate
- 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 respect the confidentiality of sensitive information, recognising where a problem should be referred elsewhere
- To undertake any other tasks required by the Student Experience Manager or Department 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.