



## 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 Manager

**Department/Division:** Philanthropy and Global Engagement

**Accountable to:** Head of PAGE Communications

**Direct Reports:** Online Engagement Officer (with one further post planned)

### Job Summary:

In November 2021 **The London School of Economics and Political Science** (LSE) launched the public phase of Shaping the World, a major philanthropy and engagement Campaign. It is helping to deliver a new strategic direction that will preserve and build on LSE's status as a world leading social science university, educating brilliant minds and creating knowledge that can transform global societies for global impact.

LSE's **Philanthropy and Global Engagement Division** (PAGE) serves, engages and cultivates a reciprocal relationship with alumni and friends, staff and students, volunteers, donors, global partners, organisations and the wider community to increase engagement, philanthropic income and strategic partnerships for agreed School priorities.

The **Alumni and Supporter Engagement** function in PAGE delivers an engaging programme of services, resources, events, communications, donor relations, giving and volunteering opportunities for alumni, donors and other friends. It consists of four areas: **Alumni Engagement, Supporter Relations (donor relations and events), Regular Giving, and Communications**. Within this, the Communications team coordinates, plans and delivers a range of strategically-planned communications that support the School's philanthropy and engagement with our alumni and supporters.

The PAGE Communications Manager leads the creation, management and delivery of PAGE's communications plan to ensure all activity engages alumni and supporters, strengthens relationships and deepens our understanding of their needs, preferences and interests.

Main responsibilities include:

- Developing and managing cross channel communications in support of PAGE's engagement programmes for alumni and supporters of LSE, driving their strategic development and ensuring that PAGE content supports the goals of PAGE engagement and philanthropy programmes, as well as wider School strategic aims
- Managing line report(s) in their work to create compelling content in support of the above
- Engaging with PAGE colleagues to support them in optimally utilising content and communications platforms to engage alumni and supporters in programmes, activities, events, volunteering and philanthropy



## Duties and responsibilities

### Content strategy

#### Development stage:

- Work with Deputy Director of Alumni & Supporter Engagement, Head of Communications and other Engagement team heads to develop and implement this approach
- Develop training guides, videos, templates and other resources based on a divisional skills audit to enable colleagues to produce and adapt content for specific audiences

#### In steady state:

- Assess what content will be of interest, relevance and strategic importance to share across PAGE external audiences
- Share content and ideas for content with PAGE colleagues and others across LSE who communicate with PAGE audiences, and volunteers who communicate with PAGE audiences

### Content planning

- Lead on the creation of an annual content plan that incorporates and supports the key points and timings of PAGE engagement and philanthropy programmes, wider School programmes and communication strategies, and local, national and global occasions and celebrations that support LSE strategy (currently through Shaping the World)
- Manage colleagues in and outside of the PAGE Communications team in delivering content, ensuring communications are delivered to the right audience, through the right channel, at the right time

### Content delivery

- Manage the production of content and rich media for mass email communications, websites, social media by line report(s)
- As required, produce content and rich media for mass email communications, websites, social media
- Apply appropriate segmentation and tailoring to specific audience subsets
- Provide specialist advice and guidance to ensure online content adheres to School house style, branding guidelines, tone of voice and industry best practices
- Liaise with in-house and external designers, filming producers and editors and other service suppliers, as appropriate, to develop messaging, artwork and production specifications
- Actively collaborate with colleagues in PAGE who deal with mass audiences on how to best share content tailored to the specific audience segments they have responsibility for, providing advice and expertise on creating communications plans, messaging, and how to optimally use different media and platforms
- Assess where works requires specific communications team support, and assign supporting tasks to line report(s) as appropriate, monitoring work and delivery

### Analysis and evaluation

- Monitor and interpret online analytics reports, using findings to inform future improvements to PAGE's content strategy and plan
- Research and analyse sector communications for alumni and supporter audiences to optimise LSE's offering



### **Team management**

- Manage line report(s), setting, supporting and supervising work, carrying out regular one to one meetings and annual reviews, and ensuring development needs are understood and met
- Support the Head of PAGE Communications by contributing to annual budgeting work in relation to costs related to mass communications, and monitoring related spend through the financial year
- Deputise for the Head of PAGE Communications as required, including by representing the Division at relevant meetings and events

### **Other**

- Develop strong working relationships with colleagues across the School to ensure alumni, supporters and friends receive relevant School messages and updates
- Contribute to work that is designed to raise the profile of PAGE's work to internal LSE audiences
- Maintain a proactive interest in sector-wide strategies and developments in communications with alumni, identifying trends in order to inform future strategy and planning
- Demonstrate a high-level of discretion in dealing with confidential information

### **Flexibility**

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the demands 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.