



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: Marketing and Communications Manager

Department/Division: Marshall Institute

Accountable to: Institute Manager

Job Summary

The Marshall Institute was established in 2015 at the London School of Economics with a £30M gift from Sir Paul Marshall to improve the impact and effectiveness of private action for public benefit. In 2017, it launched the world's first MSc in Social Business and Entrepreneurship as well as developing a range of other graduate and executive courses. The Marshall Institute draws on the exceptional global reach and expertise at LSE and collaborates with departments, research centres, and institutes across the School. Its primary activities are in research, teaching, and convening.

The post holder will be responsible for:

- Designing and delivering a marketing strategy to promote the portfolio of taught courses delivered by the Marshall Institute
- Designing and delivering a communications plan to maximise the reach of the Institute's activities
- To evaluate recruitment activities including analysis of metrics, designing surveys, conducting formal evaluations, analysing results, presenting data, and making recommendations for longer term developments.
- To undertake market research into competitors activity and engage with MI students / alumni to identify best-practice and use this information to set the direction for the Institute's strategy in this area.
- Generating compelling social media content that can be used across the range of the Institute's platforms, including video, audio and visual content.
- Plan and deliver a programme of marketing events in close collaboration with the teaching team
- To work closely with the teaching team and Institute manager to implement an effective CRM system that helps cultivate our growing alumni community as ambassadors for the course.

Duties and Responsibilities

Planning and Organising

- Develop and implement a marketing strategy for engaging applicants to the Institute's teaching programs, taking the lead on developing and implementing marketing campaigns and materials.
- Design a range of content that engages current students and alumni from the Institute's accredited and non-accredited programmes, in close collaboration with the Institute's Teaching



team and relevant programme directors

- Take the lead on reviewing and reporting on all marketing and communications activity undertaken by the Institute, working with the senior leadership team to drive improvements
- Ensure that all Institute communications activity is compliant with UK Law and LSE regulations (e.g. copyright and GDPR).
- Develop and manage external communication systems, including a contact database and mailing lists.
- Oversee and manage the Institute marketing budgets effectively.
- Take the lead on planning any marketing related events (for example recruitment fairs) and support other relevant Institute events such as alumni events and the annual summer party.

Communication

- Plan and implement a communications strategy for the Institute, working with colleagues to elevate the existing outputs across social media, website and e-newsletter
- Analyse the impact of the Institute's communications on the different key audiences, reporting back to the senior leadership team on key findings, and using these findings to improve the quality and impact of future communications.

Liaison and Networking

- Work with the Head of External Relations to identify, suggest, and facilitate marketing opportunities including partnerships with relevant organisations that will help promote the Institute and its portfolio of teaching programmes.
- Be point of contact for paid advertising agency, to ensure the Institute's teaching programmes are effectively marketed
- Track and "push" alumni successes, monitoring their progress in the media and celebrating their milestones to cultivate a thriving alumni and prospective student community
- Proactively maintain an awareness of progress and developments across all aspects of the Institute's work, and how this relates to wider developments in the sector
- Be a key contributor to the Institute's good reputation within the School, and enable effective collaboration on the delivery of communications and event activities, by developing mutually beneficial relationships with a range of staff and colleagues at all levels around the LSE, particularly in the Communications Division and Department of Management.
- Proactively establish and maintain external networks on own initiative, that will further the Institute's reach and support our mission.

Initiative and Problem solving

- Develop, collect and analyse key performance indicators (KPIs) and metrics to monitor the extent to which the marketing and communications strategy is achieving its objectives. Proactively use these data to make meaningful positive changes to the strategy wherever necessary.
- Make independent decisions and act proactively on own initiative to ensure smooth delivery of communications and events, resolving unforeseen or sensitive issues with minimal guidance from the senior leadership team.
- Through daily media monitoring, flag any world developments or issues that may impact on the Institute to the senior leadership team, along with suggestions of if/how to address, to ensure that the Institute's brand is protected.



Teamwork and Motivation

- Work collaboratively and effectively toward shared goals with other members of the Institute team, as well as other colleagues across the School where appropriate.
- Lead by example and form positive working relationships with a wide range of internal and external colleagues, utilising these to leverage support for communications and public events activities.
- Proactively manage the participation of key internal and external stakeholders in delivering high-quality communications and public events activities to tight deadlines.

Flexibility

Some weekend and evening work will be required during orientation, events, and programme delivery. 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. 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. Travel may be required.

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.