



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Engagement and Communications Lead

Department/Division: Statistics

Accountable to: Department Manager

Competency	Criteria	E/D
Knowledge and experience	<ul style="list-style-type: none"> Educated to degree standard or higher, or equivalent through experience. 	E
	<ul style="list-style-type: none"> Experience of managing and marketing events in the education sector. 	E
	<ul style="list-style-type: none"> Experience of presenting written information accurately and in a clear fashion. 	E
	<ul style="list-style-type: none"> Experience of sourcing and developing engaging, audience-appropriate content for a wide range of internal and external audiences. 	E
	<ul style="list-style-type: none"> Excellent knowledge of a range of digital platforms and an understanding of their appropriate use as part of a wider communications strategy. 	E
	<ul style="list-style-type: none"> Experience of building audiences/followers to engage new stakeholders. 	E
	<ul style="list-style-type: none"> Excellent IT skills including applied knowledge of Microsoft Office, including Excel, Word and Outlook. 	E
	<ul style="list-style-type: none"> Evidence of writing strategy, policy and reports to inform practice and procedure and achieve strategic objectives. 	E
	<ul style="list-style-type: none"> Experience of web-editing. 	E
	<ul style="list-style-type: none"> Experience of designing and delivering careers events and initiatives for students. 	E
	<ul style="list-style-type: none"> Experience of supervising others 	E
	<ul style="list-style-type: none"> Experience of line-management 	D
	<ul style="list-style-type: none"> Evidence of video and podcast production 	D
Communication	<ul style="list-style-type: none"> Excellent and clear verbal communication skills. 	E
	<ul style="list-style-type: none"> Excellent written communication skills with the ability to 	E



	<p>convey complex information in an accessible form according to a wide range of stakeholders.</p> <ul style="list-style-type: none"> Ability to produce original copy in an appropriate format for a range of different audiences. 	E
Planning and Organising Resources	<ul style="list-style-type: none"> Evidence of effective planning and ability to prioritise own workload. Evidence of effectively managing a professional programme of small, medium and large-scale events at different stages in the planning, delivery or follow up process. Proven ability to work under pressure and find appropriate solutions to problems that may arise. Evidence of the ability to work on projects concurrently without loss of attention to detail or accuracy. Evidence of managing marketing and content cycles to achieve optimal effect/impact. Experience of event-related financial administration within financial regulations. 	E D E E D D
Teamwork and Motivation	<ul style="list-style-type: none"> Experience of having participated in and contributed actively to a team. Motivation to continuously improve the quality of areas you manage. Able to work autonomously with minimal supervision. Motivation to provide a high-quality level of service and support.. 	E E E E
Liaison and Networking	<ul style="list-style-type: none"> Ability to develop effective relationships with academics, professional services staff, students, the Department's visitors and alumni, the central Communications Division, LSE Life, PAGE and other colleagues across the School. 	E
Service Delivery	<ul style="list-style-type: none"> Evidence of being able to use tact, diplomacy and discretion. Commitment to providing an excellent customer service. Proactive and ambitious attitude, including the ability to think through the requirements/strategic objectives of the Department and the School more broadly and to provide solutions. A successful record of paying close attention to detail and maintaining confidentiality in an administrative capacity. Evidence of the ability to use initiative to make suggestions about improvements to service delivery. 	E E E E E



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E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.