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: Senior Communications and Events Officer

Department/Division: International Growth Centre
Accountable to: Communications Manager (Digital)

Job Summary

The International Growth Centre (IGC) works with policymakers in developing countries to promote inclusive and sustainable growth through pathbreaking research. We generate new evidence and innovative new ideas to improve the productivity of people and firms, as the key driver of sustainable economic development, and to support our government partners in transitioning to low-carbon growth pathways and protecting vulnerable populations. The IGC is a global research centre with a network of world-leading researchers and a set of resident country teams and initiatives working across Africa, South Asia, and the Middle East. Based at LSE and in partnership with the University of Oxford, the IGC is majority funded by the UK Foreign, Commonwealth and Development Office.

Role Summary

The Senior Communications and Events Officer will work with IGC colleagues to implement the IGC's communications and its ideas for growth, research findings, and policy advice, with key external audiences, including both in-country and globally. They will play a key role in supporting the core functions of the IGC communications team, working across digital, publications and events.

Duties and Responsibilities

Campaigns - Sharing IGC content with target audiences

- Support the development of integrated communications plans for IGC communications campaigns and individual IGC outputs (publications, films, etc), working closely with other comms team members and relevant IGC teams.
- Manage the delivery of these plans, including where appropriate website management, social media promotion, email marketing, brand and design, and press liaison.
- Provide regular analytic updates on the success of these IGC campaigns using a variety of tools such as Google Analytics.

Digital - Support content management

- Create content for the IGC's online presence, including for the IGC website and social media accounts (X, Facebook, YouTube and LinkedIn).

- Provide ongoing support with website updates, and planning and scheduling social media content in line with our content calendar.
- Support the Communications Manager (Digital) in liaising with the IGC's website development agency, including triaging and creating tickets for software development and maintenance requests.
- Coordinate and write the IGC internal and external email campaigns and design any bespoke newsletters where necessary, using Mailchimp.
- Support the promotion of IGC partner sites, such as VoxDev, Ideas for India, and other future sites.
- Where needed, design graphics and content for social media closely following IGC branding guidelines and liaise with IGC freelancers as necessary.

Publications - Lead on producing a number of publications outputs and their management on IGC's information management system, SPEAR

- Monitor incoming project outputs and ensure outputs (final reports, working papers, policy briefs, project summaries) are edited, designed, and uploaded to the IGC website in a timely manner, using existing branded templates.
- Liaise with programme coordinators to ensure outputs are provided by researchers in a correct and complete format and correctly labelled for publication.
- Support the Communications Manager (PR, Brand and Publications) in data management on SPEAR, including updating the website link and status of publication for project outputs.

Media - Support IGC's media engagement

- Support the Communications Manager (PR, Brand and Publications) to draft press statements and quotes.
- Take responsibility for media monitoring and manage the recording of press coverage.

Events – organisation and communication

- Assist in the logistics of IGC events (designing and printing event materials, organisation and livestreaming of Zoom webinars, act as a key point person for in-person events in London).
- Contribute to planning and delivering IGC webinars, hybrid, and in-person events, working closely with the Events and Stakeholder Engagement Manager and relevant teams.
- Capture event metrics and data and contribute to post-event evaluation forms and reports.

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.