



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: Communications and Events Officer

Department/Division: Firoz Lalji Institute for Africa
Accountable to: Communications Manager

Competency	Criteria	E/D
Knowledge and experience	Experience of working in a communications or marketing role	E
	Experience of planning, producing and evaluating website content and structure, including use of content management systems (CMS) and analytics tools	E
	Knowledge and experience of writing copy for online channels	E
	Experience of in-person and online events coordination and development	E
	Knowledge and experience in creating written and graphic content for social media, including gathering and analysing performance metrics	E
	Knowledge of African development issues and debates	E
	Experience of photo and graphic production, including software such as Adobe Photoshop, InDesign or Canva	E
	Educated to degree level or equivalent	E
	Experience of video and audio production	D
	Line management of junior staff	E
Communication	Excellent written communication skills, with the ability to convey complex information and academic ideas to a range of different audiences	E
	Excellent oral communications skills, including the ability to discuss complex ideas with academics	E



	Excellent proof-reading skills and high attention to detail	E
Liaison and networking	The ability to liaise effectively and build positive working relationships with people at all levels, both within and outside LSE	E
	The confidence to represent the Institute as an ambassador to external and internal stakeholders with professionalism	E
Teamwork and motivation	The ability to work collaboratively and effectively with others to meet shared goals, with limited supervision	E
	The ability to work with initiative and manage own deadlines, whilst maintaining positive and supportive working relationships with others under pressure	E
Service delivery	The ability to provide a high standard of service, acting with tact and diplomacy where necessary	E
	The ability to communicate accurate information	E
Planning and organising resources	Excellent planning and organisational skills with the ability to manage a busy and varied workload and to prioritise effectively	E
	Experience of utilising varied channels for measuring the impact of initiatives and audience engagement	D
	Experience working with and supporting student-led events	D
Initiative and problem solving	Proven experience of proactively sourcing material for publication and promoting a finished product to a broad range of external audiences	D
	The ability to think innovatively and respond flexibly to competing demands within established deadlines	E
	An innovative approach, with the ability to make recommendations for improvements to current strategies	D

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

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