



## 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 and Blog Editor

**Department/Division:** Firoz Lalji Institute for Africa **Accountable to:** Institute Manager and Director

### Job Summary

This role is central to driving the Firoz Lalji Institute for Africa (FLIA)'s strategic vision and working at a high level across the School to strengthen LSE's research and engagement impact. The postholder will demonstrate a senior level understanding of communications and public affairs in African research promotion and policy, driving impact initiatives and integrating Institute programmes with School divisions, departments, centres, research units, and external partners. Managing an events and communications team, the postholder will produce sophisticated communications and events strategies to deliver multi-channel projects across digital, editorial, media relations, and events to drive the LSE community's work on Africa to meet LSE's 2030 Strategy commitments, taking responsibility for a large international network and external partnerships at the most senior institutional levels. The postholder will shape the Institute's strategic direction with a high level of accountability within its senior leadership team, advising Directors and making decisions to advance fundraising opportunities, allocate financial and human resources and steer programme objectives. During a period of transition, they will evaluate growth and drive positive change across Institute structures for events, engagement, and impact.

Communications is an integral part of the Institute's strategy, and the postholder will take considerable ownership over advancing long-term Institute objectives. Responsible for designing and executing a communications strategy that works across LSE, they will manage a large annual budget and set Key Performance Indicators to evaluate engagement and impact effectiveness. Leading relationship management with high-profile stakeholders in Europe, North America, and Africa, they will drive editorial, research, event, and donor partnerships and work at a senior level across the School to connect these with wider strategic priorities. There is also the primary responsibility of advising School ambitions to increase the representation of Global South and BAME authors and speakers across LSE's public programming. This School-wide engagement is an important strategic objective for the FLIA and the postholder is responsible for influencing positive change within LSE's communications environment.

### Duties and Responsibilities



## Communications and Network-building

Driving an integral part of the Institute's strategy by creating communications programming that works across the School's Africa-focussed research and engagement, managing major projects to promote global impact in line with LSE's 2030 Strategy.

- Be the lead expert in Africa-focussed research communications across LSE and produce the Institute's communications strategy, delivering large-scale projects that advance Institute goals and influence best practice among School-wide senior researchers, department heads, and external partners.
- Drive effective relationships between senior academics, research units and School-wide divisions working on Africa across LSE, including Public Affairs, LSE Events, LSE Blogs, Media Relations, KEI, Research Division, PAGE, and Senior Management Team, ensuring LSE's outputs on Africa reflect changing research trends, donor expectations and global audience needs.
- Manage teams to deliver sophisticated multi-channel projects across digital, media relations, events and editorial aimed at all levels including influential stakeholders, as well as strategies for the prestigious ESRC-funded Centre for Public Authority and International Development, making autonomous decisions to advance long-term impact and brand objectives.
- Build Africa-focussed policy across the School and develop holistic understandings among senior academics of public affairs influencing, while using specialist knowledge to advise the Public Affairs team's relationships with UK Government, multilateral institutions, and INGOs on Africa and build LSE's global policy networks.
- Create and oversee the communications and impact strategy for the Centre for Public Authority and International Development (CPAID) in line with ESRC requirements, building consensus among over forty researchers and influencing how and where impact is produced, leading the delivery of senior researchers' complex and sensitive findings for public, donor and policymaker audiences.
- Liaise directly with ESRC colleagues to ensure the impact case studies of CPAID's work are shared with the appropriate stakeholders in UKRI and showcased effectively on their research outcomes and impact websites.
- Lead the Institute's positioning as a prime recipient of international philanthropy in higher education globally, building on the success of the Firoz Lalji Global Hub and reporting back to and strengthening relations with prospective and existing donors.
- Apply specialist knowledge to researching and identifying gaps in African policy and research promotion across LSE and significantly influence departments' ability to meet School 2030 strategic research priorities and objectives.
- Develop LSE's media strategy on African issues and advising and linking senior researchers to strengthen relationships with respected outlets, such as the BBC, the Guardian, and Al Jazeera, to situate the Institute as a key source of African expertise and commentary.
- Manage the Decolonisation Hub platform as an integral resource across the School to promote 2030 Strategy goals and the Race Equity Framework, sensitively strengthening links between departments and steering their activities to align with EDI and Eden Centre initiatives.
- Advising over 40 in-house Institute researchers and 27 visiting senior academic fellows to maximise research, policy and media impact, and connect outputs with LSE's over one hundred researchers working on Africa, applying specialist knowledge to advance collaborative and often politically sensitive projects.

## Management and Strategy

- Exercise considerable decision-making and influencing as part of the Institute's senior leadership team, shaping the Institute strategy according to communications and impact objectives and taking accountability for this part of the overall institute strategy, advising Directors and Programme Managers and setting KPIs to evaluate progress.



- Annually profile and report on the communications and events budget on OneFinance and report to Institute Manager and Finance colleagues on planning and expenditure.
- Manage the £105k annual budget across communications and events programming, reporting and tracking expenditure on OneFinance, and taking financial decisions to advance Institute strategy goals.
- Conceptualise and lead bids for KEI grants, working with researchers and managers across the School on cross-departmental projects that advance Africa-focussed work and the 2030 Strategy.
- Drive change across Institute structures during a period of transition and growth and advise programme managers on new partnerships according to strategic priorities, taking accountability for decision-making that affects branding and impact objectives.
- Line-manage a communications and events team and lead recruitments, seeking funding opportunities for internship programmes and advising on the Institute's human and financial resource priorities.
- Represent the Institute at Communication Division general meetings and advocate Africa-oriented initiatives as key to LSE fundraising and growth potential.
- Work with significant autonomy and initiate complex projects within established frameworks, exercising considerable judgement and sensitivity across time zones, geographies, and often conflicting stakeholder expectations.
- Play an active intellectual role in the Institute and contribute creatively to research bids, partner contracts, research programmes linkages, and conceptual development.

#### **Editorial Project Delivery**

- Apply expert editorial experience to shape senior academics' work, advise academics and the Institute Director and Strategic Director to maximise scholarly impact, commission high quality blog posts, target high impact factor journals and meet academic publisher guidelines.
- Act as Editor-in-Chief of a globally renowned and LSE flagship blog (one of the top five leading blogs at LSE), Africa at LSE, and use the platform to drive growth strategies in Europe, North America and Africa, maintaining a large global editorial network (e.g. scholars, policymakers, alumni, students, activists and practitioners) at senior institutional levels, and establishing multi-partner projects (e.g. partnerships with University California Berkley, Harvard University, Tufts University, NYU, University of Melbourne, UNICEF) internationally at the forefront of research trends.
- Play an active role on the LSE Blog Governance Board, including signing off new LSE Blog proposals, advising how blogs should be structured in departments, and steering KEI's tools for promoting LSE research through blog and podcast programmes.
- Working in collaboration with the Communications Division as a leading member of the LSE Blog Governance Board, taking an active role in shaping the Division's EDI and Race Equity Framework Initiatives through increasing authorship and representation of Global South writers across blog platforms, and creating an audit framework to evaluate the diversity of authorship across LSE.
- Apply specialist knowledge to conceptualising and delivering high-quality editorial products (e.g., institute reports, web platforms such as the Decolonisation Hub, blog and working papers series, and policy reports) on Africa across the School, incorporating and negotiating input from donors and organisational partners where necessary, and coordinate promotion with the Communications Division, PAGE and LSE Alumni to external stakeholders and African alumni.
- Oversee content for donor audiences and advise PAGE to produce relevant materials to meet fundraising targets, taking a highly active role securing Institute and School-wide donations.
- Create and run writing projects and workshops to promote standards among Institute staff at all levels, signing off all programme managers' public-facing content and leading decision-making on external outputs.

#### **Strategic Events Management**

- Produce and manage an international events strategy that drives LSE's brand internationally, engages influential stakeholders (e.g., Director of the World Trade Organisation, United Nations



Directors, President of Ghana, Vice-President of Nigeria) and ensures School-wide events programming meets LSE's race equity commitments, leading creative decision-making with regards to event themes, topics, and speakers, exercising exceptional political sensitivity.

- Shape the Communications Division's School-wide strategies on Africa-focussed events, as well as advise senior academics and programme managers across departments on opportunities to promote African research, policy, and external partnership development through events, liaising with Senior Management Committee on high-profile attendees where appropriate.
- Demonstrate excellent judgement liaising with offices of Heads of State and Directors of multilateral institutions, making decisions to produce long-term partnerships for the LSE community.
- Manage the two-day LSE Africa Summit annually, overseeing a team of twenty students and events staff over a ten-month period with a £75k budget, working across geographies and making decisions at senior institutional levels, including with Heads of State Offices, to produce one of LSE's largest and most publicly visible conferences.
- Deliver throughout the year the internationally respected Africa Talks event series, LSE Festival's Africa-focussed programming, and other high-profile conferences, acting as the face of LSE as its primary outreach with globally renowned politicians, academics, writers, and businesspersons.
- Organise high-level meetings between LSE researchers, international policymaking bodies, UK parliament and APPGs, advising on best practice within these meetings and maintaining exceptional service delivery and follow-ups.
- Design, create and deliver fundraising events in partnership with Page focussed on building connections and securing buy-in from donors and potential donors.
- Advise PAGE on fundraising for alumni engagement events focussed on Africa, creating connections and buy-in from departments across the School, such as the Middle East Centre, the International Development Department and Anthropology.

### **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. Must be flexible to work evenings and weekends when Institute events are scheduled. Some travel will 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.