



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's strategic vision. The Institute is committed to and strives to increase the visibility and representation of Africa in the LSE's teaching, research and policy engagement. The Communications Manager and Blog Editor acts as a key facilitator to connecting those who work on Africa across the School by organising an events programme running across all Institute programmes, disseminating LSE Africa research through multiple digital communication channels and stakeholder engagement, and managing communications with the Institute's global network to grow projects and build its brand internationally.

The post holder will report to the Institute Manager and will be responsible for line-managing the communications and events team. The selected candidate will be a part of the senior leadership team of the Institute and contribute to the strategic direction, development and achievement of Institute goals and objectives. The post holder will be responsible for creating, implementing, maintaining and updating the Institute's communications strategy. The post holder will also be responsible for managing, commissioning, editing and posting blogs for the Institute's popular Africa@LSE blog platform and integrating publication into broader long-term growth and engagement strategies. Furthermore, the post holder will grow the Institute's media presence and support researchers' media relationships. Effective relationship building is at the core of the role and the successful candidate will be expected to initiate and build relationships with LSE academics working on Africa-related topics to build formal and informal partnerships across LSE departments. The position will also build and manage the Institute's policy engagement by strengthening relationships with government and multilateral organisations, which promotes Institute impact and connects researchers across the School.

Duties and Responsibilities



Communications

Proactively create, lead and implement a communications strategy across various media platforms that is supported by programme managers and promotes Institute programmes, including the research centre, Centre for Public Authority and International Development.

- Create and ensure the smooth and effective implementation of the communication strategy in collaboration with the Institute Manager and LSE's Communication Division, in line with LSE's 2030 Strategy.
- Align digital channels (social media accounts, newsletters, website, blog) with off-line channels (events, stakeholder engagement meetings) to run cohesive communication initiatives that promote Institute objectives across all four Institute programmes.
- Set best practices for the Institute's social media, blog and website for staff and external contributors to follow, reviewing all public-facing content across programmes in line with guidelines and Institute objectives.
- Lead on the developing and executing of a communications strategy for research projects and the Centre for Public Authority and International Development, creating tailored campaigns to engage research stakeholders and LSE departments and build long-term policy relationships. This includes forging links with partner institutions in Africa.
- Develop website architecture and maintain webpages for all Institute programmes, supporting managers in producing high quality accessible material suitable for an online audience.
- Liaise with LSE services and central administration departments, especially Research Division, Communications Division, the Directorate and IMT, as needed.
- Manage and grow internal communications channels, such as multiple newsletters and social media and video channels, which include the Instagram feed and Facebook content among others.
- Manage social media accounts (Twitter, Facebook, LinkedIn, YouTube) with targeted stakeholder engagement, creative content and community building objectives and in line with growth targets.
- Edit and oversee ideation and editing of Institute communications materials such as research project information booklets, newsletters, social media and video content, web content, policy briefs, working papers, annual reports, exhibition catalogues and external research websites.
- Develop and maintain outreach channels such as two Institute podcast series, student writing competitions, PhD and writing workshops and research showcases, organising and promoting the Institute's annual Welcome Reception and Open Days.
- Incorporate the implementation of monthly website and social media analytics and evaluation into digital growth strategies and metadata and ensure content is data-led.
- Oversee the production of news stories on key events, research outputs, policy engagement, media engagement and activities at the Institute.
- Lead on the writing and production of the Institute's annual reports and incorporate promotion into internal and external stakeholder engagement.
- Proactively manage and update the digital resources of the Institute and the Centre for Public Authority and International Development and support researchers to use resources in their own projects and initiatives
- Proactively identify and facilitate opportunities for collaboration with targeted organisations and support for the Africa Engagement Programme in facilitating formal partnerships with African organisations, which includes setting shared objectives and reviewing partnerships in line with Institute strategies.
- Initiate, manage and sustain relationships with Media agencies.
- Manage the LSE Decolonisation Hub and engage LSE departments to promote work within the Hub supporting EDI initiatives for staff and students.
- Manage the Institute's policy engagement by organising workshops with LSE researchers, building relationships with UK government and multilateral organisations, connecting policy-led



outputs across the School and producing tailored briefs for stakeholders.

Blog Editing

- Managing the Africa at LSE platform as an effective tool in driving the Institute's outreach, engagement and growth strategies, promoting all Institute programmes in line with wider communications objectives.
- Responsible for the commissioning of blogs and vlogs from academics, researchers, practitioners, students and the public sector working on African-related topics and maintaining a large global editorial network.
- Edit and proof blog submissions and give feedback where required to the author(s)
- Schedule and manage the promotion of blog posts through digital communication channels as an integrated part of stakeholder engagement, particularly using African research networks.
- Manage the photography and video archive for the blog, website and social media. Ensure all photography and videos are of high quality, consistent with Institute brand guidelines and have the appropriate permissions.
- Develop blog platform architecture to further content growth strategies and as required by LSE Digital, as well as ensure content and metadata is SEO-focussed.
- Commission and develop special series that promote Institute research and engagement areas.
- Commission and manage blog translations and promote outputs to non-English markets.
- Run writing workshops for Institute researchers and support colleagues in the UK and Africa to deliver high-quality content that communicates Institute outputs and promotes brand objectives.
- Take an active role in the Blog Community of Practice meetings and sit on the Blog Governance Board to improve blogging practice at LSE, including the development of new platforms around the School.

Events and Meetings

- Manage a varied event programme in-person and online that drives Institute research and programme objectives, including the organisation of research workshops, policy workshops, high-profile public events, the Africa Summit, other project events and meetings. This will include researching, creating and developing event proposals, co-ordinating diaries, managing the event budget, booking venues, maintaining participants' lists, issuing invitations, liaising with speakers and other internal and external partners, arranging catering, preparing and disseminating materials.
- Research and invite internal and external speakers to events, maintaining strong relationships with speaker host institutions.
- Fostering relationships with the School's central Conference and Events teams to ensure the Institute's events programme is delivered within best practice guidelines and supports Communications Division event strategies, including collaboration on the LSE Public Lecture Programme and themed initiatives.
- Attend School-wide meetings, working groups, and briefings that affect the delivery of events to stay abreast of new School-level systems or initiatives and/or to provide feedback on the Institute's recommendations for improving working with other School divisions/services. Ensure new event policies are implemented across Institute programmes and by programme managers.
- Working with the communications and events team and Institute programme managers to ensure the events calendar is up-to-date, avoids any potential clashes and coordinates with key dates internally and across the School.
- Advise the Institute on practices to increase the efficiency and effectiveness for managing the events programme. This includes stay up-to-date in virtual event practices and facilitating new



platforms.

- Work with the communications and events team to tailor events that bring the African perspective to LSE and connect LSE students, faculty and staff with the wider academic community working on Africa.
- Manage and develop further the Institute's network of academics and researchers working on Africa across the School by organising networking events and a communications platform for academics and researchers to connect with one another.

Management Responsibilities

- Line manage the communications and events team, including the Events and Communications Officer and other communications and events staff, such as communications assistants and interns.
- Perform career development reviews for the events and communications office that is in line with the School's procedures and frameworks.
- Oversee standards of public events across the Communications, Research and Africa Engagement Programmes.
- Support the achievement of the core objectives of the Institute through holistic communications programming and take an active role in shaping these objectives.
- Participate and contribute actively to the leadership team meetings at the Institute.

The appointee will be expected to play an active intellectual role in the Firoz Lalji Institute for Africa, and to create new initiatives as well as contribute to new initiatives as they develop. Other responsibilities to be assigned as needed. Must be flexible to work evenings and weekends when Institute events are scheduled. Some travel will be required.

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.