



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 and Events Officer

Department/Division: Centre for Economic Performance

Accountable to: Centre Manager

Job Summary

The Communications and Events Officer will be responsible for organising Centre events including conferences, policy workshops, public lectures and ad-hoc events; disseminating the Centre's work via the website, social media, email, paper publications; developing CEP's outreach to different audiences; and managing the databases and communication methods required. S/he will be the first point of contact for all public affairs enquiries. S/he will assist the Communications Manager in chasing and placing content, where necessary editing copy and designing its visual presentation to gain maximum attention, understanding the work in the context of the Centre's output. S/he will also monitor web, download, media and policy response to the CEP's work and review the latest web and social media technologies in order to keep the Centre's communications relevant and up-to-date.

Duties and Responsibilities

Service Delivery

Communications

- Working closely with the Centre Manager, Research Director and Communications Manager (to whom the postholder will provide assistance), to implement and assist with CEP's internal and external communications strategies to raise the profile of the Centre and its activities, including website and social media content, publicity, media requests, conferences, policy workshops and seminars, videos, podcasts and publications.
- Overseeing the planning process for all the Centre's communications and events including: communicating clearly with academic and administrative staff regarding forthcoming deadlines; taking into account initiatives and directives from the School; developing effective mechanisms for recording the Centre's communications data, stakeholder engagement and associated impact; helping with preparing and disseminating press releases;
- Acting as a first point of contact for all aspects of the Centre's communications. Participating actively in the Centre and communicating key news and outputs through producing high-quality and accurate copy for the website and other publishing formats.

Events

- Liaising with cosponsors, outside suppliers, academics and administrators to organise and promote the Centre's varied events programme, such as conferences, public lectures, book launches, policy panels and workshops, research seminars, webinars etc. Maintaining and co-ordinating the calendar



of events for the Centre to ensure minimal conflicts.

- Preparing timely publicity materials, and co-ordinating all practical arrangements for these events, including venues; catering; audio-visual; attendance; liaising with speakers and chairs; post-event dinners and receptions.
- Remaining within allocated budget: ensuring claims for expenses adhere to regulations and that value for money is obtained by all suppliers of goods and services.
- Monitoring the effectiveness of events planning, increasing attendance at events and making suggestions for improvement.
- Attending events where required to provide on-going support. Being prepared to work flexibly around CEP events, which often occur outside standard working hours (for which time off in lieu will be given).

Website

- Assisting the Communications Manager to ensure website is updated with research, publications, events and news, associated podcasts and videos by uploading and editing these with associated links on the CEP's website, and other affiliated websites, via a CMS managed by the CEP IT team.
- Assisting the Communications Manager to check content for quality control and determining best methods to display content to gain maximum attention.
- Progress chasing research, academic and support staff to update their sections of the websites.
- Managing ad-hoc requests for new developments for the website, closely liaising with the CEP IT team.

Social media

- Managing and developing the Centre's social media platforms (e.g. Twitter, Facebook, LinkedIn) to tweet publications and events s/he is responsible for and assist the Communications Manager in Centre's wider social media activity.
- Protecting the Centre's persona on social media.

Publications

- Planning and overseeing the Centre's publications for print and online media, including publicity material, event leaflets, internal news, and regular bulletins about the Centre's work. Working with others to co-ordinate the publication schedule of reports, in-house magazine, CEP working papers, briefings, online blogs etc.
- Working with authors, contributors, graphic designers and photographers to ensure design, production schedules and budgets are adhered to, and working with external printers to ensure the final product is delivered in a timely manner.
- Designing flyers, programmes, leaflets where these do not require employing commercial services.
- Assisting with building subscriber lists to CEP publications.
- Proofreading occasional Centre publications and output both for web and hard-copy publication. Copy-editing and, when required, copy-writing short introductions for these.

Relationship management systems

- Increasing the outreach of the CEP by researching new audiences and stakeholders.
- Developing and managing internal and external communications, as well as monitoring effectiveness.
- Monitoring event attendance.
- Overseeing comprehensive contact database and mailing lists for events, press releases, publications and other Centre activities.



Publicity

- Coordinating all the publicity for publications and events. Creating promotional content for a range of activities including, but not limited to, digital displays, web banners, brochures, event leaflets and posters, publications round-ups.
- Overseeing the use of the Centre's brand identity.

Analytics and impact reporting

- Using Google Analytics, download statistics and developing methods (including academic bibliographic metrics) to monitor and improve impact of dissemination.
- Keeping records of events attendance for performance indicators reports to funders.

Initiative and problem solving

- Managing own workload with minimal supervision, and taking responsibility for advising academic staff and colleagues of upcoming deadlines, in order to ensure timely completion of objectives.
- Exercising initiative in the development and continued improvement of CEP communications in relation to agreed objectives.
- Undertaking ad-hoc project support if required.

Teamwork and motivation

- Providing support to administrative colleagues during busy periods, and covering during absence.

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.