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: Digital Programme Manager

Department/Division: Communications Division   **Accountable to:** Head of Digital

Job Summary

London School of Economics & Political Science has been investing heavily in its digital presence to significantly improve the communication requirements of its staff, students and visitors, by putting their individual needs at the heart of LSE's digital experience.

The Digital Programme Manager will play a lead role in the future delivery of strategic and tactical digital projects.

Acting as the main liaison between the digital team and the wider School, this role is dedicated to delivering creative excellence online by client relationship management, project management and team management.

Duties and Responsibilities

Digital project management

- Continue the work of the LSE Digital Team through phased delivery of objectives relating to branding, content, functional and technological improvements to lse.ac.uk, the School's blog platform, and staff/student applications

- Take responsibility for successful digital project delivery through scoping, project planning, resource management and budget monitoring

- Work collaboratively with designers, front-end developers, rich media team, content managers and specialist resources to plan projects successfully and ensure positive outcomes for stakeholders an key users

- Monitor web performance analytics and work with the Head of Digital to turn intelligence and information into tangible improvements to lse.ac.uk or new initiatives

- Work closely with the academic departments and professional services divisions to advise on and accurately validate, scope, and deliver strategic and tactical digital projects. Including strategic guidance on online content strategy, campaign planning, analytics and content optimisation

- Work collaboratively with Head of Digital and delivery team to review, innovate and orchestrate the project management function and project workflows

- Work closely with the Head of Corporate Marketing to ensure LSE's brand integrity is preserved through digital delivery

- Work collaboratively with Information Management & Technology to ensure accurate technical project scoping and successful integration with existing systems, databases or platforms

- Review and manage a roster of approved 3rd party digital providers including UX and UI designers, analytics and search providers

- Advise on the creation and delivery of practical tools, guidelines, and training content to ensure the School's publishing community produce consistent, relevant, high-quality and audience-led content

Manage budgets and financial
- Oversee and manage budgets and funding, ensuring good value for money is achieved and all relevant School financial regulations are met

Flexibility
To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the demands 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.