



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: AFSEE Communications and Marketing Officer

Department/Division: International Inequalities Institute (III)
Accountable to: III Communications Manager

Job Summary

The postholder will lead on the development and delivery of communications and marketing strategies and activities to promote the AFSEE Fellowship programme. They will work in collaboration with the AFSEE team and the III Communications Manager to develop and enhance the visibility and impact of the AFSEE programme and Fellows to internal and external audiences.

The post holder will manage AFSEE's key communication channels (including website, social media profiles, newsletter, and blog); plan and produce online and print publications and marketing materials; and track/monitor/evaluate the success of the programme's outreach and impact.

In developing and delivering the AFSEE programme's communication strategy, the post holder will lead on the promotion of the Fellows' activities, AFSEE projects, and AFSEE staff research by creating engaging and effective written content for a range of digital and print platforms, web copy and social media. They will be the lead editor for AFSEE Fellows blog posts and support the programme through other editorial, copywriting and communications activities. Working with the AFSEE programme team, the post holder will lead on and manage AFSEE public events, including event amplification and dissemination through various channels such as e-invites and social media.

The post holder will also lead on developing and delivering all aspects of the AFSEE marketing and outreach strategy for Fellow recruitment. This will include but is not limited to: designing the overarching calendar of recruitment and outreach activities, leading on the creation of a range of imaginative and informative assets for marketing, promoting the programme on different platforms, working with the LSE Marketing team, and developing a database for programme contacts.

The postholder will have responsibility for all/the day-to-day AFSEE related internal and external communications. The post-holder will be encouraged to creatively break and maintain new ground in communications and digital engagement, including the imaginative use of texts, images, and multimedia.



Duties and Responsibilities

Communications:

- To take lead responsibility for all programme communications by devising and implementing strategies to widen the programme's reach, visibility, and impact to both internal and external audiences. This will involve consulting with the III Communications Manager on strategic communications.
- To take responsibility for internal and external comms for the AFSEE programme including producing regular newsletters as well as communications for the Atlantic Equity Challenge and biannual Leadership Summit. This includes writing news stories related to AFSEE projects and research as well as commissioning news items or contributions from Fellows, AFSEE staff, and AFSEE project partners.
- To develop, manage and edit the programme's website. This includes creating content and taking lead responsibility for the design and maintenance of AFSEE web pages to ensure that the website is an impressive and effective "shop window" for the AFSEE programme, making suggestions for improvement. This includes editing web pages, proof reading and checking web copy; creating and updating all Fellows' bios pages; ensuring that web content adheres to LSE house style and is of a high editorial quality throughout; advising others on best practice web content writing; ensuring compliance with UK law and LSE regulations, e.g. copyright, GDPR; ensuring accessibility and usability of pages; making recommendations for campaign landing pages and student recruitment forms.
- To develop and implement a publications strategy for print and online media e.g. blog posts, news releases, in consultation with the III Communications Manager. Manage publication schedules; commission work from authors, contributors, graphic designers, and photographers; plan and oversee publications output, including events, press launches and related publicity for AFSEE projects.
- To take lead responsibility for the strategic and innovative use of social media such as Twitter, Facebook, Instagram, LinkedIn and YouTube to communicate to key audiences and to raise the profile of the programme and Fellows. This includes managing the programme's 'persona' on social media, monitoring dialogue, and responding as appropriate; consulting with the LSE's Social Media Manager to ensure alignment with LSE social media best practice and strategy.
- To continue to develop knowledge of communications and marketing, particularly within the context of LSE and HE; to join relevant staff networks dedicated to communications, events etc.
- To develop open communications and positive relationships with Fellows, ensuring they are aware of and are encouraged to promote their activities via AFSEE, III, LSE, and Atlantic Institute channels.
- To manage and promote AFSEE public events on the website and through social media channels.
- To develop, edit and maintain the programme's blog, including commissioning contributions and utilising social media channels to disseminate the blog posts widely and create discussion and debate around the ideas developed on the blog. Communicating sensitively with contributors about any improvements or concerns with their submitted content, liaising with the III Communications Manager in the most difficult or sensitive cases.
- Utilising web reporting tools such as Google Analytics to be able to monitor and report on the impact of communications and marketing strategies, and proactively seek to identify and explore new ways of maintaining an online presence (internal and/or external) that is highly effective in promoting AFSEE's



activities.

- Providing content for the AFSEE section of the III annual report.
- Attend AI Communities of Practice monthly meetings and be the AFSEE liaison in this community.

Outreach and Marketing

- To develop and implement an integrated marketing outreach campaign for the AFSEE Fellowship. This includes creating informative marketing and outreach materials, in various formats (videos, PDFs, etc.) that communicate the unique aspects and strengths of the Fellowship for prospective applicants. This includes organising outreach informational webinars; liaising with designers where appropriate to define artwork and production of assets; writing and editing original content with a high attention to detail; and sourcing images. This also includes leading on or working with colleagues to secure alumni testimonials/participation from AFSEE Fellows who have successfully completed the programme and remain engaged in the community.
- To ensure that outreach information on the website is kept accurate and that all programme updates to marketing and outreach materials are made in a timely manner. This includes proactively liaising with the Executive Director and Programme Lead to ensure all assets and webpages contain information that is current and relevant to end users.
- To lead on the production of engaging HTML email campaigns, including the development of a content plan for outreach.
- To create a calendar of outreach activities including content spread across the website, social media channels as well as other digital communications and outputs, such as online pdfs, webinars.
- To liaise with the Sociology Department and Student Marketing and Recruitment for communications to MSc Inequalities and Social Science offer holders – ensuring an aligned and coherent comms approach.
- To monitor and evaluate the outreach campaign to identify successes and areas for improvement, collect data for evaluation – analytics, report on what measures/channels are working/most effectively and why.
- To keep up to date with LSE and HE/other fellowships knowledge and best practice specifically relating to recruitment and marketing communications.
- To attend networking events, follow-up with contacts made with external organisations and maintain an up-to-date contact database.
- Leading on the implementation of the Customer Relations Management (Salesforce).

Fellowship Experience and Lifelong Engagement:

- To take responsibility for the annual production of the Welcome Pack and Fellowship Experience handbook, working with the Programme and Projects Manager (Fellowship Experience), including commissioning designers and copy editing.
- To develop and manage a Fellows' content calendar with the III Communications Manager and Programme Managers (Fellowship Experience and Lifelong Engagement).



- To work collaboratively and professionally with relevant colleagues on any/all direct communications to AFSEE Fellows.

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.