



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 post-holder.

Job title: Communications Manager

Department/Division: Middle East Centre

Accountable to: Deputy Director

Job Summary

This is a strategic communications post within the Middle East Centre. The postholder plays the leading role in developing, managing and improving the quality and reach of the Centre's communications work and research impact. Through developing productive working relationships within the MEC and with LSE colleagues, students and external parties, the postholder represents the Centre as the main point of contact. The postholder line manages the Communications team and supervises the communications work of other professional services and research staff in the Centre.

Duties/Responsibilities

Communications

- Lead on all aspects of the MEC's communications and outreach activities.
- Proactively assess current communications practices and propose ways of improving them.
- Plan, manage and produce communications materials aimed at different stakeholders.
- Update the communications strategy of the Centre.
- Maintain and develop the Centre's identity and oversee its use by other staff members.
- Regularly attend external Middle East-related events to promote and expand outreach of the Centre and to contribute to Centre strategic planning.
- Maintain strong working relations with other research centres and service departments at LSE including: Communications Division, Press Office, Web Services, teaching departments, Conferences and Events.
- Develop and manage relationships with internal and external suppliers including translators, copy editors, designers, printing press and videographers.
- Identify and develop connections with external organisations in the UK and the region including: government, media, businesses, NGOs, diplomatic community, other academic institutions, parliament, think tanks, Middle East associations in the UK.
- Actively participate and engage with other communications professionals around the School through attending meetings and taking part in working groups.
- Act as the first point of contact for all media requests.

Website

- Produce high-quality written content for the Centre's website.
- Oversee and coordinate contributions by other staff members and researchers.



- Manage the design and visual identity of the website, while regularly updating and refreshing it.
- Monitor, evaluate and benchmark the impact of digital communications.
- Delegate tasks and manage the contributions by other staff members to the running of the website.
- Ensure the website makes a full and proactive contribution towards the success of the overall communications strategy of the Centre.
- Oversee the work of the Communications Coordinator on the Centre blog. Depending on workload, liaise with contributors to the MEC blog, commissioning, editing and uploading blog contributions.

Social Media

- Oversee the social media presence of the Centre through Twitter, Facebook, SoundCloud and Instagram.
- Devise long-term strategies to drive traffic to the Centre's social media channels.
- Supervise the Communications Coordinator and Events Coordinator's day-to-day social media inputs and updates.
- Supervise the work of the Communication Coordinator and Events Coordinator in sending regular newsletters.
- Explore and exploit other potential opportunities of the MEC to successfully communicate through digital media by keeping abreast of all latest developments in the field.

Publications

- Plan and manage the dissemination of research outputs.
- Manage the MEC Publications Series yearly plan.
- Commission and edit papers part of the MEC series, coordination the production of each publication.
- Implement and improve in-house style guides for publications.
- Plan and manage the production of annual reports.
- Develop an excellent knowledge of the publishing industry and harness relationships with colleagues in the field.
- Provide advice and encouragement to research colleagues to help achieve publication in high quality journals and with leading publishers.

Events

- Working with the Centre Deputy Director and Events Coordinator, plan and manage the Centre's yearly events programme.
- Manage the Events Coordinator's organisations of Centre events.
- Ensure longevity, lasting value and wide-reaching of events with pre- and post- event communications plans.

Financial Responsibilities

- Set, monitor and manage communications-related budget.
- Provide regular expenditure reports.
- Assist with other financial duties when needed.

Team Management



- Provide line management within the Communications team. In addition to the allocation of work and monitoring of the service provided, this will include conducting regular performance reviews and agreeing training and development needs.
- Ensure motivation and effective performance of team members through ongoing Career Development Reviews, training and development.
- Delegate work effectively, setting clear objectives and providing encouragement and motivation.
- Conduct regular team and one-to-one meetings.

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.