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 Officer

Department/Division: Management | **Accountable to:** Communications Manager

Job Summary

This post will work within the Department of Management's Marketing, Analytics and Communications (MAC) Team, to support and proactively enhance the Department's reputation as a global centre for research excellence, thought leadership and real-world impact.

The post holder will take responsibility for internal communications, acting as the main driver to identify and innovate ways to communicate with staff. They will be responsible for regular newsletters and internal bulletins, to keep the community informed.

The post holder will also deliver engaging stories about the Department through research, writing, editing and proofreading, and will promote content across multiple channels. They will manage core sections of the website and contribute communications expertise and support for departmental priorities and events.

Duties and Responsibilities

Communication

- To support the MAC Team in implementing an integrated communications and engagement strategy for the Department of Management, including:
    - Building the Department's brand reputation among internal and external audiences as a world-leading centre for research excellence, thought leadership and real-world impact by researching, writing, editing and proofreading news stories, web content, features and digital content.
    - Promoting research findings, news stories and high-profile public events via a range of digital channels including the web, social media, newsletters, blogs, external media, video, podcasts and infographics.
    - Cultivating a collaborative internal culture with targeted internal communications campaigns.
    - Engaging key audiences via the Department's social media channels with relevant, interesting content.
    - Maintaining core sections of the Department's website.
    - Responding to external media requests and identifying PR opportunities.
    - Providing communications support for Department events by drafting invitations, website copy and email campaigns for attendees.

- To assist the Communications Manager in editing and sourcing content for the Management with Impact blog.

- To exhibit exceptional written communication skills including:
  - Taking a lead on writing compelling and effective copy, with the ability to adapt style and format for a range of different audiences and channels.
  - Taking a journalistic approach to identify and develop engaging stories and insights about the Department and ensure these are communicated effectively to relevant audiences.
  - Creatively communicating complex ideas and academic news and insights to diverse audiences, enabling accessibility to content while maintaining accuracy.
  - Conveying a range of consistent strategic brand messages, ranging from 'big picture' to highly detailed.
  - Conducting professional interviews face-to-face, over the phone and on email.

- To act as the editorial lead for the Department's internal newsletters, including:
  - Creating content plans for Departmental newsletters and campaigns that support strategic objectives.
  - Seeking out stories and commissioning content from internal stakeholders and taking the initiative to act in an editorial capacity, editing and proofing written content produced by others as appropriate.
  - Producing high-quality, engaging written content and sourcing quality imagery.
  - Proofreading and fact-checking all content.

- To create effective and engaging content for the Department's social media channels and PR campaign, including:
  - Promoting research findings, news stories and public events via Departmental social media channels.
  - Driving engagement with Departmental content among key influencers on social media, including leaders in business, the press, government and policy.
  - Publicising Departmental public events and podcasts.
  - Supporting media and PR activities.

- To work on the Department's website in conjunction with colleagues in the MAC Team, including:
  - Ensuring the Department's home, news, people, events, research and thought leadership pages are kept up-to-date with compelling content.
  - Leading on the people and event pages of the website, ensuring that the webpage functions as our shop window, effectively showcasing the roles, responsibilities, and expertise of our staff, and that the events section is accurate and updated in a timely manner.
  - Providing support for the Department's news, research and thought leadership sections, publishing content, improving the user experience and contributing to our SEO strategy.
  - Ensuring that content adheres to LSE's brand guidelines and is of a high editorial quality throughout.
  - Ensuring compliance with UK law and LSE regulations, e.g. copyright and GDPR and accessibility and usability of pages.

Teamwork and motivation

- To work collaboratively and effectively toward shared goals with other members of the MAC Team, as well as other professional services and academic staff across the Department.

- To lead by example and form positive working relationships with professional services and academic colleagues and utilise these to gain buy-in and support for communications and public

events activities.

- To proactively manage the participation of key internal and external stakeholders in delivering communications within tight deadlines, including colleagues in the MAC team; faculty and professional services staff in the Department of Management; students; alumni; media contacts; the Department's PR agency; and any other external agencies where required.

- To contribute communications expertise and support for high-level departmental activities and events (i.e. CEMS Annual Events 2023).

Liaison and networking

- To be a key contributor to the Department's good reputation within the School and develop mutually beneficial relationships with colleagues around LSE, e.g. the LSE Communications Division.

- To develop and independently maintain strong relationships with a range of Departmental colleagues at all levels, e.g. senior management team, programme managers, research operations team, academic staff, etc., to actively source content for and to support communication activities.

- To maintain an awareness of key projects and developments across the Department and School and follow up on leads in a timely manner.

- To attend meetings to learn about happenings within the Department and to share any relevant takeaways with the MAC team, and to proactively share updates on departmental communications and stories with colleagues to inform student and alumni newsletters.

- To proactively establish and maintain external networks on own initiative.

Service delivery

- To take responsibility for ensuring internal stakeholders receive relevant, timely and accurate Departmental and School updates and information via internal communication activities, obtaining sign-off on content when necessary.

- To work closely with staff, students, alumni, external agencies and partners to ensure a consistently high standard of service in the delivery of communications activities.

- To identify and record Departmental faculty in the news via media monitoring.

- To respond promptly to colleagues, stakeholder and externals, including enquiries into the dom.comms mailbox, utilising tact and discretion where appropriate.

- Some work outside of normal working hours may occasionally be required to support the delivery of events (i.e. attending a book launch or alumni reception).

Planning and organising resources

- To independently plan, commission and coordinate a schedule of regular, high-quality content for the Department's newsletters, to be circulated regularly throughout the year and manage all associated administration processes.

- To support colleagues with the delivery of high-profile departmental events by leading on event communications plans and content across our website and social media channels.

- To operationalise the process for publishing and deleting staff profiles on the website and to manage ad hoc requests for edits and amends from our community.

- To manage a busy and varied workload and to prioritise effectively with minimal supervision.

- To support and proactively contribute to new content streams, web site improvements and social media campaigns alongside day-to-day work.

Initiative and problem solving

- To input into the development of the Department's communications and events strategy with data, reports and recommendations.

- To take responsibility for internal newsletters, social media content, the website and media activities in line with the priorities identified in the communications and events strategy, taking independent decisions to ensure the smooth delivery of activities, acting proactively on own initiative to resolve unforeseen or sensitive issues.

- To respond to any urgent communications or events issues, referring up to the Communications Manager when appropriate.

Analysis and research

- To proactively initiate and develop new ideas and projects underpinned by data collection and interpretation.

- To undertake regular monitoring and analytics of internal communications, the website, social media and event communications campaigns and use insights to propose relevant adjustments or developments to the communications and events strategy, or to suggest improvements and changes to Department communications.

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.