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: Law

Accountable to: Research and Impact Service Delivery Manager

Job Summary:

A varied role that responds to communication needs across the Department spanning events, publicity, news, website and social media content, publications and staff updates. The post holder will have a broad audience of staff, students, alumni and the wider public arising from the following primary responsibilities;

Communications: To implement and assist in development of the Department's communications objectives; working closely with the Director of Communications to define annual objectives and develop the Department's approaches to internal and external communications strategies.

Events: To coordinate the Department's public events programme, generating materials to publicise the Department's research and other activities.

Social Media: To run and develop the Department's approaches to social media output, in conjunction with the School's Communications Division.

Publications: To produce publications including weekly newsletters for staff and students and, as Executive Editor within a team of academic editors, an annual magazine with a large distribution network publicising the work of the Department.

Duties/Responsibilities or HERA Competencies *(Please note, you can either complete the Job Description using the HERA Competencies or not)*

Working with various academic post holders, and liaising with the relevant support departments and services in the School, the post holder takes lead responsibility for implementing the communications brief in the following areas;

Communications
- Leading on developing and delivering LSE Law's communications strategy, in collaboration with the Director of Communications to develop and enhance the LSE Law brand. Taking overall responsibility for the Law Department's internal and external communications and acting as a first point of contact for all aspects of the Department's communications, working with and consulting the LSE Communications Division as appropriate.
- Contributing actively to the Department's website, including increasing content on the website, and providing additional web support to the Department's Web Development Officer, ensuring all content published on the Departmental website is edited in line with the LSE style guide and the

writing is consistently of a high quality.
- Working with the Research and Impact Service Delivery Manager to support impact of research activities, projects and awards.
- Producing and editing of video/audio, sourcing useful and relevant imagery and managing use of existing content resources (Image library, Media library) embedding where necessary, including ensuring recent photographs of staff are on file for use.
- Promoting the Department's External Relations, Events and Research activities through appropriate channels, including the School's Press Office, Communications and Advancement teams. Maintaining and developing distribution lists and contacts as required.
- Designing promotional content for a range of Departmental activities including, but not limited to, digital displays, web banners, brochures, staff photo board, and the Executive LLM Student Directory.

Events
- In liaison with the LSE Law's Head of Events, responsible for developing and implementing a coherent and engaging programme of external public events, maintaining and co-ordinating the calendar of events for the department to ensure minimal conflicts.
- Submitting events to the School's public lecture programme and other established programmes as appropriate, preparing timely publicity materials, and co-ordinating practical arrangements for events: booking rooms, catering and audio-visual facilities; ensuring risk assessments are completed for each event; tracking invitations made to guests; liaising with speakers and chairs; post-event dinners and receptions; ensuring there are minimal clashes within the Department and School.
- Developing innovative opportunities for engagement in events e.g. integrated use of social media, increase in live streaming and further develop events strands.
- Monitoring the effectiveness of events planning and making suggestions for improvement, including increasing attendance to events and monitoring diversity issues relating to the Department's public events programme.
- Being prepared to work flexibly around departmental events, which often occur outside standard working hours.
- Providing support to administrative team colleagues during busy periods, covering during absence and generally lending skills where appropriate.

Social Media
- Developing and maintaining the Department's use of online social media platforms (e.g. Twitter, Facebook, LinkedIn, Instagram) and their integration into the website where relevant, monitoring dialogue and responding and consulting with other staff as appropriate.
- Utilising social media reporting tools such as Twitter Analytics and Facebook Insights to be able to report on the impact and reach of specific content.

Publications
- Producing the annual print magazine *Ratio* as Executive Editor, including, but not limited to, commissioning and developing content; working closely with designers and photographers; liaising with LSE Advancement regarding distribution; ensuring the production schedule is adhered to, and working with external printers and distributors to ensure the final product is delivered in a timely manner.
- Producing and distributing internal news and external notices to the Department via a regular email bulletin – weekly in term time and monthly in vacation periods.

Other responsibilities include:
- Managing use of the Moot Court Room including internal and external bookings: generating revenue from external bookings; providing practical and technical support and updating the user guide as appropriate.
- Ensuring the Moot Court Room remains fit for purpose as a facility for mooting related events and

- available for practising in, as well as other events that may benefit from the facilities.
- Providing ongoing support for the Office Hours appointments system to staff in the Department, and offering demonstrations and assistance to new users in the School.
- Exercising initiative and managing own workload with minimal supervision.
- Providing administrative support to a number of academic staff.

Teamwork and motivation

- Contributing actively and positively to the administrative team and to the Department.

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 Department communications in relation to agreed objectives.

Flexibility

To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above. The post holder will occasionally be required to work outside of normal office hours in order to support the Department's events programme.

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.