



## 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:** South Asia @ LSE Blog Editor

**Department/Division:** South Asia Centre, Institute of Global Affairs

**Accountable to:** Director of South Asia Centre

## Job Summary

The Editor will run and moderate the South Asia @ LSE blog, which takes the form of a blog incorporating podcasts and videos with social media feeds from Twitter/Facebook, as well as the Centre's Twitter and Facebook accounts. The Editor sustains the blog, Twitter and Facebook accounts with interesting material designed to promote LSE's research and general engagement with South Asia and works to promote it to relevant audiences world-wide. S/he will liaise with LSE scholars to ensure that the blog, Twitter & Facebook accounts reflect the full-breadth of South Asia-related research and activities, from events to alumni activity and student exchanges. S/he will source material ranging from a research paper, brief summary of a lecture or a comment on current events, and 'translate' this material so that it is presented in an appropriate and appealing manner to the widest possible audience. The Editor will link material to older/other blogs/portals in order to increase its impact and foster dialogue.

Since 1 June 2015 (when the South Asia Centre was launched), its activities have sought to cover all countries in the region, namely Afghanistan, Bangladesh, Bhutan, India, Nepal, Pakistan, Myanmar, and Sri Lanka. The Editor will strive to cover a more balanced coverage of the subcontinent (currently dominated by posts on India and Pakistan), ensuring that at least one post from each country in the region appears at least once per month. This will include, amongst other things, reaching out to and supporting non-native English speakers to help them build their confidence and help them prepare informative blogposts. The Country Summits (3 listed for 2017) are the Centre's flagship activities in the region to build the LSE brand; the Editor will commission posts on relevant themes ahead of the Summit, and work with the Centre's Administrator to build a wider PR strategy to develop interest in the Summit.

Within LSE, the Editor will establish a more systematic approach to sending blogs to LSE Research Online to be archived with a DOI number. The Editor will also explore the possibility of publishing content under creative common licenses; add tracking links so syndicated content can be monitored (in pipeline); and maximise reach of old content by including links to newer posts.

The Editor will have sole & complete responsibility to ensure that the blog, Twitter and Facebook accounts of the Centre are in sync about blog content, information and publicity of the Centre's



activities and events, and the dissemination of all other relevant information. More generally, the Editor will strive to develop more multimedia (including video) content for the Centre's events.

## Duties and Responsibilities

### HERA Competencies

**Communication:** to communicate effectively with a wide range of people who are involved with/interested in the School's work on South Asia. Internally, this includes the South Asia @ LSE Faculty Advisory Group chaired by Dr Mukulika Banerjee, as well as Academic Partnerships, Advancement, and the press office. Externally, this covers journalists, policy makers and academics elsewhere from all countries comprising the region of South Asia.

**Team work and motivation:** to work closely with the Administrator of the Centre, academic colleagues and colleagues within the professional services at LSE to further develop the blog over the coming years.

**Liaison and networking:** to liaise alumni, and with academics who are conducting South Asia-related research and who are spread out across the LSE. Manage contacts with outside audiences to ensure LSE research/engagement on South Asia is communicated as widely as possible, including with the Centre's Twitter and Facebook accounts.

**Service delivery:** to present a professional and intelligent face to the academic community, and deliver material that is accurate and thoughtful.

**Decision-making:** the Editor will ultimately take responsibility for blog content.

**Planning and organising:** Develop a systematic approach to sending blog posts to LSE Research Online to be archived with DOI number; develop a *modus operandi* to add tracking links so that syndicated content can be monitored (in pipeline).

**Initiative and problem solving:** to be pro-active on all fronts, particularly in terms of (a) contacting academics and getting material from them for the blog; and (b) promoting the blog to relevant audiences world-wide. The blog is an established initiative that is an essential means of creating a stronger network amongst LSE's South Asia-facing community (students, visitors, etc).

**Analysis and research:** to research other blogs and portals, to analyse their strengths and to establish meaningful links to them where appropriate.

**Knowledge and experience:** to run and promote the South Asia @ LSE blog.

**Note**

The LSE has a progressive pay structure that rewards you with annual pay increases up to a certain level as you develop in your role. We also provide for further reward past this point in the form of further pay increases based on exceptional performance.

**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 be based in an open-plan office in the South Asia Centre, so will need to be able to cope in a busy environment.

**Equality and Diversity**

To uphold the School's commitment to equality of respect and opportunity, as set out in the [Ethics Code](#), we will treat all people with dignity and respect, and ensure that no one will be treated less favourably because of their role at the School, age, sex, disability, gender identity, race, religion or belief, sexual orientation, marriage and civil partnership, pregnancy and maternity, or social and economic background. For the full Equity, Diversity and Inclusion policy statement, please see the [EDI website](#)

**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.