



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: Employer Engagement Manager

Department/Division: LSE Careers

Accountable to: Director, LSE Careers

Job Summary:

The post holder manages and leads the Employer Engagement Team and is responsible for the organisation, strategic planning development, management and leadership of employer related activities.

Serving as an ambassador for the employability of LSE students and graduates, regionally, nationally and internationally, the post holder promotes work opportunities to students and graduates, markets LSE students and alumni to prospective recruiters and develops employer contacts and recruitment tools for LSE Careers. The post holder considers the student experience in all aspects of employer engagement with LSE Careers, ensuring that the needs of students, as well as employers, are considered in the development of events and services.

The post holder has overall responsibility for the planning and delivery of LSE Careers employer engagement in the UK and internationally ensuring the development of events and services for employers to promote their opportunities to LSE students and alumni through a variety of mediums including but not limited to; online vacancy board, careers fairs, targeted advertising and marketing, on campus promotions, internship programmes and other networking and educational events.

The Employer Engagement Manager is responsible for generating income via employer services and for proactively identifying new revenue streams.

Employer engagement is delivered by a team of employer engagement staff for whom the post holder has line management responsibility and is tasked with managing performance and workload as well as supporting professional development.

Additional tasks include: representing LSE Careers at School committees and working groups relating to external engagement and liaising with other LSE service divisions and universities to optimise employer engagement and to share best practice.



Duties/Responsibilities

Service Delivery

1. Take lead responsibility for ensuring delivery and development of all events, services and internship programmes for employers by, (i) developing clear and accessible processes for employer engagement, (ii) managing the overall employer engagement offering ensuring the highest quality experience for employers (iii), maintaining LSE's position as a target university for graduate recruitment (iv) ensuring the needs of the LSE student body are considered and incorporated as appropriate.
2. Work closely with the Events Manager in ensuring employer events are delivered to high standards which meet student and employer expectations.
3. Regularly evaluate delivery, ensuring the highest standards, aligned with the School's vision and the enhancement of the student and employer experience.
4. Produce policies, procedures and guidelines relating to all employer services.
5. Manage own employer engagement clients and/or projects.

Engagement strategy

1. Provide strategic direction for employer engagement by setting targets for the delivery of employer partnerships in line with student interests and the Careers 2020 strategy – in particular increased outreach to source experienced hire positions, alumni employers and global employers.
2. Evaluate and anticipate the future needs of employers and trends in the graduate and experienced hire recruitment market and review and develop services to meet them.
3. Lead on the innovation of employer participation in the creation and progression of skills based learning through employer led skills sessions, feedback mechanisms and the use of emerging technologies.

Network development

1. Increase employer interest in our students by initiating and building external networks of current and potential employers of LSE students and graduates, nationally and internationally
2. Work with employer liaison staff in other careers services nationally and internationally to co-ordinate careers events, investigate joint projects and keep up with best practice in the sector.
3. Work with the rest of LSE Careers and departments in the School to advise on, promote and develop employer services.
4. Make an active contribution to regional and national AGCAS activities and ISE.

Communication

1. Develop strategies for marketing and development of the activities with employers with assistance from the Marketing and Communications co-ordinator.
2. Communicate directly with employers and professional bodies both to ensure up-to-date knowledge of the graduate labour market and to promote the interests of LSE students and graduates.
3. Diagnose and respond to a wide range of queries from employers, staff and students, advising them on employer services.
4. Develop content for the employer facing pages of the website and the CRM system.



Income generation

1. Forecast and monitor income against projections and to take action to avoid or mitigate losses where necessary and increase income where appropriate.
2. Set prices for services and events that are cost effective and/or in line with market rates.
3. Secure sponsorship and advertising in the Annual Careers brochure, Careers Service publications and fair brochures.
4. Cross sell employer services to recruiters, encouraging them to book a variety of events and advertise vacancies using appropriate services for their requirements.

Team management

1. Manage a team of employer engagement professionals, by (i) ensuring appropriate workloads are set and delivered (ii) ensuring high standards and performance and (iii) providing ongoing training and support.
2. Responsibility for own workload but actively encourage and work on collaborative projects and initiatives, motivating other members of the LSE Careers team.

Management team

The following responsibilities relate to the post-holder's membership in the Service's Management Team.

1. Engage with Management team colleagues about overall strategic direction and to lead in providing expertise with regard to the development of employer engagement.
2. Engage in developing and implementing the parts of the Service's operating plan which relate to employer engagement and keep the Management Team up-to-date with progress against the plan. To support Management team colleagues in cross cutting projects.
3. Support management team colleagues in ensuring the Service's projects are managed effectively in accordance with established project management methods and to act as a board member for appropriate projects.

General

1. To undertake any other duties pertaining to the operational and administrative activities of the Service as required.

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



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■



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.