



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: Marketing and Communications Coordinator

Division: LSE Careers

Accountable to: Student Experience and Operations Manager

Job Summary

The Marketing and Communications Coordinator will provide expertise, guidance and support to LSE Careers to enable us to communicate effectively with students, alumni and employers, and to market our range of events and services.

You will draw upon your own knowledge and experience, research carried out on our users and channels, and the expertise and advice of communications staff across LSE, to design and implement large-scale campaigns and produce high quality publications and promotional materials.

You will play a pivotal role in the LSE Careers Communications Group, which sets the communications strategy for the Division, and will recruit and manage Student Marketing and Communications Assistants to help with content creation and editing.

Duties and Responsibilities

User support

- Support and train internal colleagues in the use of our blog and social media including Facebook, Twitter, LinkedIn and Instagram
- Develop user friendly style guidelines to enable colleagues to quickly and simply write and produce content in a way which is consistent with the agreed tone and voice of LSE Careers
- Maintain clear technical guides for blogging, using social media and sending newsletters
- Act as a consultant to colleagues, being a source of expertise and advice on marketing and communications issues
- Support colleagues in communications work with external stakeholders, in particular alumni and employers

Liaison and networking

- Participate in the LSE Careers Communications Group, who decide on the timeline of our student and alumni facing communications and campaigns, and their key messages
- Develop effective working relationships with key internal stakeholders such as the Design Unit and Communications Division
- Contribute to cross School communication initiatives taking part in any relevant working parties or standing committees



Event and services promotion

- Lead on the production and dissemination of LSE Careers newsletters, developing content that considers a variety of different audiences within our student body
- Oversee scheduling on all our promotional channels including our blog, social media and promotional spaces on our website
- Manage the marketing and communications coordination for our core events programme, ensuring that events such as IOD, Careers Fairs, skills seminars, Meet an Alum and Coffee Mornings are marketed in a targeted and appropriate way
- Provide advice and expertise to colleagues involved in the marketing of other events (eg. departmental activities, International Development Events Programme, Access to Employment)

Production of marketing and information materials

- Develop professional, audience appropriate collateral for key events and services, for example Fair Brochures, Service Guides, Posters & Stands
- Work with colleagues to produce high quality information products such as CV guides which stay up to date with latest developments and consider a variety of production channels (eg. hard copy, video, webinar, apps)
- Write, edit or provide guidance on Careers-related copy in other publications and external sites, such as Prospectuses
- Curate and maintain an image library of our services, resources and branding

Campaign management

- Lead on the implementation of any “whole department” campaigns identified in the annual communications plan
- Develop and produce “campaign templates” which can be used by internal colleagues as guides to promoting their own events and services
- Ensure Careers campaigns tie-in, where relevant and appropriate, with LSE-wide campaigns

Strategy

- Support LSE Careers Communications Group in establishing communication objectives and overarching key messages that should underpin all communications
- Provide expertise to LSE Careers Communications Group in best practice use of communication channels to reach target audiences
- Work with LSE Careers Communications Group to produce an annual communications plan which identifies a timetable of key communication campaigns for the forthcoming year
- Manage and develop the LSE Careers brand ensuring it is clearly identified, appropriate to its target audiences and consistently applied in all contexts

Impact, evaluation and research

- Collate, analyse and evaluate the reach and impact of marketing and communications activity (including social media, newsletters and posters)
- Develop, use and disseminate quantitative and qualitative insight data to enable the department to better reach target audiences with relevant content and messaging

Management

- Recruit and select Student Marketing and Communications Assistants to support tactical marketing and communications activity
- Manage Student Marketing and Communications Assistants and other support staff and their key activities, including copy checking and event and service promotion

**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.