THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE ■

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: Senior Communications Officer

Department/Division: International Growth Centre   Accountable to: Head of Communications

Job Summary:

The International Growth Centre aims to promote sustainable growth in developing countries by providing demand-led policy advice based on frontier research. The IGC organises and directs a global network of world leading and in-country teams in Africa and South Asia and works closely with partner governments to generate high quality research and policy advice on key growth challenges. Based at LSE and in partnership with the University of Oxford, the IGC is majority funded by the Foreign, Commonwealth and Development Office (FCDO).

The IGC Senior Communications Officer will work with IGC colleagues to manage the IGC's communication with key external audiences, including both in-country and international. This includes disseminating IGC research through digital channels, keeping the website up to date, liaising with media, and designing publications.

Key tasks/responsibilities:

Manage the external dissemination of IGC content to target audiences

- Develop integrated dissemination plans for IGC communications campaigns and individual IGC outputs (publications, films, etc).

- Manage the delivery of these dissemination plans, including where appropriate social media promotion, email marketing and press liaison.

- Provide regularly analytic updates on the success of IGC content and campaigns using a variety of tools such as Google Analytics.

Publication Design

- Use Adobe software to design IGC publications (using existing branding and templates), including working papers, policy briefs, country leaflets, and other ad-hoc research and policy materials for IGC promotion and events.

- Where needed, design graphic and content for social media closely following IGC branding guidelines.

Manage the IGC's liaison with the media

- With the Head of Communications, proactively identify IGC research outputs and events which are likely to attract media interest across both in-country and international outlets.

- Act as a point of contact for journalists seeking IGC research and/or commentary and act as a liaison between IGC researchers and journalists.

- Draft press statements and quotes – often by condensing large and complex amounts of information.

- Take responsibility for media monitoring and manage the recording of press coverage, including contracting and managing our media monitoring supplier.

Manage IGC's social media and online marketing

- Manage the IGC's online presence, including content management for the IGC website and social media accounts (Twitter, Facebook, YouTube,and LinkedIn), including developing plans to engage and grow audiences on these channels.

- Liaison with the IGC's main web supplier (Soapbox) on ongoing upgrades to the website structure and design.

- Liaison with the IGC's software and web suppliers on requests for on-going maintenance issues as well as specific projects where necessary.

- Coordinate and write the IGC internal and external email campaigns, including the monthly Ideas for Growth newsletter, and design any bespoke newsletters where necessary.

- Support the promotion of IGC partner sites, such as VoxDev, Ideas for India, and other future sites.

Event communication and management

- Assist in the logistics of IGC events (designing and printing event materials, helping manage the running and livestreaming of Zoom webinars).

- Organise the communications activities for events including press releases, liaison with journalists, photography, and social media.

Training

- Assist in the communications and media training of IGC Country Economists, including training country economists (editing the IGC website, creating country newsletters) and offering on-going support with local media engagement.

Liaison with Hub and in-country staff

- Act as the focal point of contact for Hub and in-country staff for their communications requirements (updating and designing publications, updating country webpages, drafting press releases) as required.

Manage the communications workstreams on IGC's management information system SPEAR

- Monitor incoming project outputs and ensure outputs (working papers, policy briefs, project summaries) are edited, designed, and uploaded on the IGC website in a timely manner.

- Liaise with programme coordinators to ensure outputs are provided by researchers in the correct format and correctly labelled for publication.

- Ensure information on the website link and status of publication for project outputs is accurate and up to date.

- Act as main liaison with SPEAR team on all issues related to IGC 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.