# 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:** NIHR SSCR Senior Communications and Impact Officer

**Department/Division:** NIHR School for Social Care Research
**Accountable to:** NIHR SSCR Finance and Impact Manager

### Job Summary

- To lead day-to-day communication and digital engagement activities within the School, such as website, social media channels and marketing materials.
- To take the lead role in planning and organising NIHR SSCR's public and internal events programme and webinar series.

### Duties and Responsibilities

**Implement impact and outreach strategies**

- Lead the development and implementation of an enhanced strategic approach to knowledge exchange, impact and engagement (KEIE) for NIHR SSCR at both programme and individual award level across our core research and capacity-building activities

- Manage external communication and promote research findings to external audiences, including:
  - developing communication campaigns and individual NIHR SSCR outputs (such as policy briefs, thematic outputs and research summaries)
  - overseeing social media channels
  - managing content and circulation of NIHR SSCR's newsletter
  - working with external consultants to support knowledge exchange activities as needed and overseeing their involvement in specific tasks

- Support the ongoing implementation of the KEIE plans for funded research projects, including working with project leads/teams to support their plans, identifying opportunities for publicity, and making decisions as to be best course of action in liaison with project leads

- Create, maintain and implement research impact support mechanisms for NIHR SSCR grant/award holders, including providing guidance on identification, communication and delivery of impact

- Contribute to the development of external relationships and collaborations with research users, funders and other stakeholders to optimise our research impact activities

- Support coordination of projects and initiatives on knowledge exchange and impact arising from them

- Liaise with NIHR's Communications Division to support communications through the wider NIHR infrastructure

**Manage NIHR SSCR's online presence and media activities**

- Manage the School's online presence, including writing and editing content for NIHR SSCR and Incubator websites, and linked social media accounts, including developing plans to engage and grow audiences for these

- Identify NIHR SSCR activities and outputs which are likely to attract media interest, and develop communications around these

- Draft press and online new pieces focusing on specific research findings/activities from NIHR SSCR awards, working closely with relevant press offices within the host institutions to coordinate activities

- Oversee media and policy monitoring and mentions of NIHR SSCR-funded activities

**Manage public events**

- Support the development of NIHR SSCR's events programme, including our annual conferences, webinar series and building-capacity events

- Manage the logistics of NIHR SSCR events and webinars, including advertising, registration processes, online infrastructure, social media coverage and liaisons with speakers and chairs

**Support reporting activities**

- Support the implementation of an annual assessment of impact for NIHR SSCR, as well as keeping track of impact metrics

- Support the regular review of project specific KEIE plan progress biannual updates

- Monitor project outputs and support communications activities around these as appropriate in liaison with project leads, and ensure outputs are correctly branded and include required disclaimers

- Identify and draft impact case studies from across NIHR SSCR activities

- Contribute to the drafting of annual reports and briefings

**Other**

- Be an active ambassador for research impact

- Support training activities on knowledge exchange and impact, as well as provide training directly for NIHR SSCR colleagues

- Support NIHR SSCR to enhance repositories for images and social care researcher profiles

- Advise NIHR SSCR colleagues on compliance with the School and NIHR's identity guidelines

- Support other knowledge exchange activities within NIHR SSCR, as required, and carry out tasks and activities related to the position as requested by NIHR SSCR's Finance and Impact Manager

**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.