



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: Digital Coordinator

Department/Division: LSE Careers **Accountable to:** Digital Learning Manager

Job Summary

The Digital Coordinator is responsible for the development and implementation of technology, innovation and functionality within the LSE Careers digital environment, providing insight and technical expertise across our full range of work so that LSE Careers can build and capitalise using the right platforms. The post-holder will have ownership and oversee the day to day running and maintenance of the website, our subscribed third party online tools, client relationship management (CRM) system and its integration with our processes and other systems.

You will have a sound understanding of CMS platforms, HTML, CSS, JavaScript and data flows in order to maintain and develop custom forms, processes and workflows and ensure that the digital user journey is fully joined up and optimised. The post-holder will support staff across the Division in the use of digital systems, pick up new tech applications quickly and be able to create new opportunities to develop and enhance the student experience.

Working as part of the Student Experience and Operations team, the post-holder will play a proactive role in ensuring that our digital portfolio is accessible, engaging and that ad-hoc issues are resolved in a timely manner.

Duties and Responsibilities

Communication

- Act as a champion for an outstanding digital experience
- Identify and propose methods of developing our digital presence and ensure all aspects are anchored around the needs of our users
- Create and maintain effective documentation
- Communicate effectively with both internal and external stakeholders, including conveying highly technical information to a non-technical audience
- Empower individuals across the Division to try new ways of working with digital technologies and provide them with the support and guidance they need

Teamwork and motivation

- Work closely with the Digital Learning Manager and Careers Education team to identify student need and/or gaps in our digital portfolio and develop and implement solutions
- Work in conjunction with the Marketing and Communications Officer on the development of our communications and social media provision
- Work closely with the Operations Manager, Senior Data Analyst (Careers and Widening



Participation) in the Planning Division and Evaluation Manager to facilitate availability and accuracy of data for both operational and analytical purposes

- Support LSE Careers staff with how to best use digital systems and technology to deliver their projects and day to day work
- Develop and deliver any training necessary to ensure that all LSE Careers staff can make maximum use of our digital systems and technology

Liaison and networking

- Act as the point of contact with system vendors and suppliers
- Develop effective working relationships within the School to maintain and enhance the Division's digital environment and technology particularly in the Academic Registrar's Division, Communications Division and Data and Technology Division
- Stay up to date with new developments and other digital systems and technology in the School
- Liaise with web editors across the School to ensure effective integration of the website across LSE's digital estate

Service delivery

- Provide an accurate, accessible and proactive service to all stakeholders, offering training and guidance where appropriate
- Ensure the smooth delivery of our digital portfolio, reporting issues promptly and working with the Digital Learning Manager and Head of Student Experience and Operations to resolve issues relating to IT, systems and service delivery
- Maintain the LSE Careers website
- Manage updates and developments to the website and CRM system on an ongoing basis
- Maintain oversight and understanding of the provisioning of data from the School's student records system into our CRM system, and out via application programme interfaces (APIs)
- Work with colleagues to design and implement new online content
- Assist with cross-team projects
- Actively evaluate and seek feedback on our digital portfolio

Decision making

- Proactively seek, identify and implement enhancements within the LSE Careers website, systems and technologies
- Contribute to the development of operational plans and the LSE Careers strategy and take day to day decisions that fit within these

Planning and organising resources

- Plan, prioritise and organise individual and team tasks, meeting both internal and external deadlines with minimal supervision
- Provide expertise, advice and coordination across the Division for all projects which have or could have a digital component
- Work closely with colleagues looking to use new digital systems and technology ensuring appropriate join up and integration with our existing portfolio and that School requirements are followed
- Provide expertise and advice to the Management team regarding interface between the LSE Careers strategy and digital environment

Initiative and problem solving

- Troubleshoot all student and employer issues with the CRM system
- Take ownership of web enhancements and technical issues and manage iterative developments with our partners/suppliers
- Identify ways to simplify and improve the user experience, continually enhancing speed and



efficiency

Analysis and research

- Build knowledge of user needs in order to shape an outstanding digital experience
- Analyse processes in order to optimise them through appropriate integration of technology
- Develop sound information architectures with the emphasis firmly on the user experience

Team development

- Train LSE Careers staff on new technologies, web developments and all other relevant systems on an ongoing basis

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.