



## 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:** Staff Communications Manager

**Department/Division:** Communications **Accountable to:** Internal Communications Manager

### Job Summary

LSE is committed to improving the experience of its diverse internal community. The Staff Communications Manager will play a leading role in engaging staff audiences and advancing LSE 2030 strategic priorities.

The priority for the role holder will be to oversee delivery of excellent and effective central staff communications. Responsible for day-to-day staff communications and channel management, they will collaborate with teams across LSE to develop and deploy creative cross-School communications campaigns and change programmes. A key focus will be ensuring relevant, timely communications, embedding audience focused approaches to support staff experiences and effective two-way engagement.

### Duties and Responsibilities

#### Communication

- Help to design and deliver the staff communications strategic plan to ensure a coherent, tailored approach for LSE's diverse staff body. Convey complex information clearly and accurately through a variety of channels and formats. Measure the effectiveness of the plan on an ongoing basis using metrics and feedback, reviewing and amending as appropriate.
- Lead design and delivery of creative communications and engagement campaigns which share staff news, successes and experiences across LSE in line with our School's 2030 strategic priorities. Make decisions on communication style such as digital, visual and oral formats that embed two-way engagement.
- Create and oversee delivery of communications plans for cross-School projects and change programmes, covering key messages, stakeholder analysis, tactics, troubleshooting and action plans to achieve project outcomes and make specialist information accessible to wider audiences.

#### Teamwork and motivation



- Provide leadership within the Staff Communications team and as a pro-active member of the Internal Communications team, managing day-to-day staff communications, channel management and creative content production, motivating team members to achieve shared objectives
- Manage cross-functional project teams, both internal and external to Communications Division, providing leadership and direction to achieve clear outcomes to support staff communications and experience priorities.
- Contribute as an active member of cross-School teams to develop and deploy appropriate, focused communication programmes which engage staff around School priorities and / or support effective change management

#### **Liaison and networking**

- Advise and guide colleagues across LSE on good staff communications, securing buy-in for shared communications objectives and influencing the development of connected and consistent communications activity to support staff audiences
- Contribute to LSE's communications community of practice, leading on staff communications activity to strengthen the internal network, developing and sharing good practice whilst inspiring others to be creative with staff communications
- Strengthen cross-School networks to assist with effective issues and crisis management, working closely with colleagues across the organisation and in Communications Division to ensure prompt information sharing and feedback
- Represent the Communications Division on cross-School activity at forums, engagement sessions, groups, meetings and externally as appropriate. Present and advise on effective staff communication approaches, ensuring mutual exchange of information.

#### **Service delivery**

- Proactively seek feedback from staff audiences on communications activity, working with the Internal Communications Officer to interrogate and develop Staff News, email and other communications to develop audience-led approaches and increase engagement across the School.
- Provide a high-quality service for those seeking information, guidance, advice and support from Communications Division. Contribute to Communications Division initiatives and day-to-day administration as required to support the team.

#### **Decision Making Processes and Outcomes**

- Give advice to others on effective communication approaches and make confident, independent decisions on day-to-day staff communications activity. Draft and approve content to benefit staff audiences.
- Collaborate on decisions that significantly influence the communication of School strategic priorities, which in turn impact experiences across the whole staff community and LSE's internal and external reputation.



### **Planning and organising resources**

- The ability to plan your own working, including complete responsibility for communication projects that require effective management of time and resources
- Manage multiple requests for support, prioritising competing demands and working at pace to deliver key outcomes
- Carry out operational planning for the delivery of the staff communications strategic plan, and input to long term internal communications strategic planning as part of the team and within Communications Division more broadly.

### **Initiative and problem solving**

- Work with the Internal Communications Manager and Internal Communications Officer to strengthen central communication channels to meet staff needs, identifying and developing options to overcome challenges, selecting the appropriate approach
- Horizon scan and use initiative to proactively anticipate, manage and resolve issues arising from the complex communications landscape at LSE. This is particularly relevant within the responsive landscape in which we operate, where you must be flexible and open to dealing with a range of matters that are likely to change at pace as the wider situation develops.

### **Analysis and research**

- Gather, monitor and analyse data and trends around staff engagement through communications, inputting to the team's key performance indicators (KPIs)
- Work with the Internal Communications Manager, Director of Communications and Head of Digital to scope for and develop new tools and channels to reach and engage the staff community

### **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](#)



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**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.