



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: Communications and Marketing Officer

Department/Division: Department of Health Policy

Accountable to: Communications and Marketing Manager

Job Summary

To support the Communications and Marketing Manager in the implementation of effective communications and marketing strategies for the Department of Health Policy. The role is primarily responsible for promoting the Department's brand for education in health policy and health economics, and excellence in research. The post holder leads on the execution of annual marketing and communications plans for all study programmes within the Department, taking responsibility for marketing planning and data analysis to maintain brand positioning and drive a strong and diverse class in each recruitment cycle. The post-holder delivers strategic data-driven campaigns and ensures a consistent visual brand identity across communications.

The post holder is key in the delivery of a wide range of marketing communication activities (e.g. digital marketing, website, content marketing via social media and blogs, PR and media relations, events, email marketing, CRM, and relationship marketing with student ambassadors), assisting the Communications and Marketing Manager in the production of regular marketing analytics reports to assess performance.

Duties and Responsibilities

Communication

To support the Communications and Marketing Manager in ensuring the mission, vision and positioning of the Department is clearly communicated to internal and external audiences

In liaison with the Communications and Marketing Manager, to develop data-driven marketing communications strategies for the Department's Master's and Executive programmes, including promotional activities across a wide range of channel mix, including digital marketing, website, video, advertising, content marketing via social media and blogs, PR and media relations, events, email marketing, and relationship marketing with current student ambassadors and producing relevant and engaging content.

To ensure the Department's brand identity (including visual identity) and key marketing messages in the global graduate market, are conveyed effectively and consistently across all communications produced by the wider Department.

To contribute to the annual review of marketing and communications plans for the Department's social media presence, including a cutting-edge content and engagement strategy, strategies for growing subscribers and followers across all channels, strategies for social media recruitment, and the



operational process for planning, producing and scheduling social media content.

Working with the Communications and Marketing Manager, to create and execute an annual communications plan for the offer holders of all programmes, ensuring that enrolment targets are met and the highest calibre students are kept engaged and informed from the point of offer to enrolment, through the use of integrated communications across multiple channels including targeted emails, social media, events and relationship marketing with current student ambassadors.

To be responsible for the production of exceptional and compelling written content for a range of digital channels and printed materials, including proofreading and editing content produced by others.

To work with the Communications and Marketing Manager in managing the Department's digital communications platforms to the highest standard and level of service to departmental colleagues, including management of the website and Contensis content management system, blog platform, social media channels and scheduling platform, online event software, and Salesforce CRM system for email campaigns and events.

To produce marketing data, analytics and intelligence reports which effectively and clearly communicate valuable operational and strategic insights to inform the activities of others, and to assist the Communications and Marketing Manager as needed in the preparation of reports for higher-level decision-making

To present and lead panel discussions at student recruitment events, ensuring that audiences are engaged, and the Department's key marketing messages and brand identity are conveyed clearly and effectively.

To write, edit and publish articles and information on the Department's research outputs, events activity and teaching programmes including: creatively communicating sometimes dry 'data' or reworking content for different audiences; and contributing to the production of a newsletter for both external and student audiences.

Strategic planning, analysis and research

To conduct research in order to produce actionable strategic insights into the global graduate education market, competitor schools and programmes, the Department's global brand identity and perceptions, and prospective students' and offer holders' experience of interactions with the Department.

To assist the Communications and Marketing Manager with marketing planning and as part of that to conduct data analysis of internal admissions data, including performance of programmes against application, offer and enrolment targets, analysis of the demographics and segmentation within applicant pools, financial support data, and feedback from offer holders (both enrolled and declined).

To conduct analysis and produce regular reports assessing the performance and usefulness of a range of communications and marketing channels, including website, social media, email campaigns, events and advertising campaigns.

To ensure good value for money and return of investment is achieved with all external agencies and suppliers

Teamwork and motivation

To proactively support the Communications and Marketing Manager and to identify opportunities to share resources and best practice, and achieve shared objectives.



To work collaboratively with others in the wider professional services teams to share information and adjust operational plans

To lead on the coordination of prospective student and offer holder communications activities by providing support to the Programmes Teams

To build and maintain a positive and effective working relationship with the central LSE Student Marketing Recruitment Office and LSE Communications Division as a whole.

Liaison and networking

To liaise and negotiate effectively with external agencies and suppliers.

To develop and independently maintain strong relationships with a wide range of stakeholders, including academic faculty, professional services colleagues across the Department and the School, current students, and alumni.

To maintain an awareness of key projects and developments across the Department and the School, and propose relevant adjustments or developments to annual plans in response.

To establish and maintain external networks for benchmarking and sharing best practice.

Service delivery

To provide an excellent service to the Department and its programmes in terms of recruiting students and developing the Department's brand as a world- leading centre for education in health policy and health economics.

To support the Communications and Marketing Manager with the delivery of communication plans for prospective students and offer holders, ensuring that plans are consistently adjusted to meet their changing needs and motivations, and that they receive the highest level of customer service across all interactions with the Department prior to enrolment.

To maintain regular compelling, targeted social media content, which underpins the aims of the social media strategy.

To deputise for the Communications and Marketing Manager as needed

To provide cover for others in periods of absence

Planning and organising resources

To organise a busy workload in the delivery of operational plans underpinning the communications and marketing strategies, including effectively planning and prioritising time and resources to ensure that all essential activities are delivered on an annual basis to time and to the highest standard.

To contribute to the creating of detailed and effective annual marketing plans, and adapting activities and/or implementing additional marketing initiatives throughout the period

To assist the Communications and Marketing Manager to implement regular processes to assess and evaluate all activities, and facilitate the continuous improvement of activities over time.

To manage a busy and varied workload, and deal with unforeseen changes and issues



Decision making and problem solving

To take independent decisions relating to the day-to-day running of assigned activities

To be creative, strategic and flexible in taking decisions to change or enhance activities in response to problems meeting agreed objectives, changes to processes, or changes externally.

To take initiative on identifying evidence-based and data-informed solutions to challenges across the activities, and in the development of the Department's global brand and portfolio of degree programmes.

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.