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 Events Manager

Department/Division: Government   **Accountable to:** Department Manager

Job Summary

The post-holder will report to the Department Manager and will be responsible for:

- Effectively managing and publicising the Department's events programme including research seminars, conferences and public events.
- Acting as the Department's Communications Manager to ensure that the Department's key messages are disseminated effectively to a range of audiences, including:
    - Implementing, maintaining and updating the Department's Communications strategy
    - Managing external and internal communications for the Department
    - Developing the Department's external web presence including social media, the website and the Departmental blog
    - Working with faculty and students to promote the Department's activities to a wide range of audiences
    - Working closely with the Research Division and the Department's Research Committee to measure the impact of the Department's research in preparation for the Research Excellence Framework
- Developing careers and alumni events for students and getting involved with student events and initiatives.
- Managing the Front of House for the Department's students, faculty and visitors.
- Manage the departments Alumni relations and work with other committee members to develop a strategy.
- Serve on the Departments Fundraising, Alumni and Communications Committee.
- Line-managing a Student Engagement and Events Officer.

Duties and Responsibilities

Events

Working with academic colleagues, students, alumni and external stakeholders to:

- Organise a variety of internal and external events including seminars, conferences, residential weekends, public lectures etc. including planning, promotion, delivery and follow-up.

- Take responsibility for all aspects of events organization including liaison with participants, speakers, LSE Communications Division, Finance Division, Security, Estates and any other relevant units.
- Develop a tailored programme of Departmental Careers and Alumni events in partnership with LSE Careers and LSE Advancement.
- Advise stakeholders on best practice and School regulations for running events and maximizing audience, reach and outputs.
- Plan, coordinate and manage the practical delivery of all events including:

  - Forecast and manage budgets
  - Internal and external venue booking
  - Catering
  - Effective marketing of events via variety of on and offline channels, maintaining marketing lists and producing marketing materials
  - Organising AV equipment
  - Invitations, guest lists and follow-ups
  - Booking national and international travel and accommodation.
  - Book, manage and coordinate temporary events assistants and student volunteers as necessary
  - Managing access requirements for guests and arranging media-release authorisations where appropriate.
  - Event-related financial administration such as producing purchase orders and processing invoices.
  - Organise and produce events materials and outputs e.g. academic papers, programmes, handouts, post-event surveys and publications.

- Working with the Web Manager, generate supplementary content from the Department's events such as video, podcasts, interviews, blogs, and social media etc. for promotional purposes.
- Working with the Faculty Affairs Manager in maintaining a calendar of all events in the Department on the internal webpages to ensure event clashes are minimized.
- Maintaining how-tos and guides for the Department on how to organize an effective event.
- Advising the Department on practices to increase the efficiency and effectiveness for managing the events programme.
- Fostering relationships with the School's central Conference and Events teams to ensure the Department's events programme is delivered within best practice guidelines.
- Attending School-wide meetings, working groups and briefings that affect the delivery of events to stay abreast of new School-level systems or initiatives and/or to provide feedback on the Department's recommendations for improving working with other School divisions/services.

Communications

- Maintain and implement the Departmental communications strategy to promote the Department's research and activities.
- Develop, manage and produce a range of appropriate internal and external communication methods to ensure student and staff engagement and build external audiences/followers.
- Working with the Teaching Administration team, devise student-facing events and initiatives such as Gov Students Ask to improve student engagement, employment and professional development opportunities and contribute to building a student-friendly community in the Department
- Produce effective copy in an appropriate form for a wide variety of internal and external audiences.
- Draft and proof-read statements, news items, press releases and other marketing documents.
- Maintain awareness of current affairs to devise a communications content schedule that achieves maximum reach.
- Market the Department's outputs within the School and to a broad range of external publics.
- Leading and developing the Department's digital media presence including: the blog, Twitter, Facebook, LinkedIn and others.

- Maintaining awareness of communication tools, channels and analytics in order to continually improve the Department's methods for engaging with faculty, students and the public.
- To provide communications support to research projects where necessary.
- Audit and produce reports on the communications function, measuring effectiveness and reach.
- Manage the Department's Knowledge Exchange and Impact activities to promote REF impact case studies.
- Service and attend the termly Fundraising, Alumni and Communications Committee
- Serve and attend the Departments Research Committee in liaison with the Deputy Head of Research. Advise the committee on relevant implications vis a vis the Department's communication activities and the demonstration of 'research impact' for the Research Excellence Framework exercise
- Use the committee as an opportunity to identify research activity for promotion online or by hosting an event.
- Attending School-wide meetings, working groups and briefings that affect the delivery of events to stay abreast of new School-level systems or initiatives and/or to provide feedback on the Department's recommendations for improving working with other School divisions/services.

Front of House and General Responsibilities

- Acting as a support at the Department's reception desk during opening hours; fielding queries and promoting the services of the Department and School and providing information and advice or signposting to appropriate colleagues or sources of help.
- Line-managing a Student Engagement and Events Officer
- Working effectively with and contributing to the Government Department's Professional Services team.
- Deputising for other members of the Faculty Affairs Team, when appropriate.

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.