



## Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

**Job title:** Communications and Events Manager

**Department/Division:** Government

**Accountable to:** Department Manager

Competency	Criteria	E/D
Knowledge and Experience	<ul style="list-style-type: none"> <li>Educated to degree standard or higher, or equivalent through experience.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Experience of managing and marketing programmes of professional events in the Education sector.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Experience of academic administration and advising/working with students.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Experience of presenting written information accurately and in a clear fashion.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Experience of sourcing and developing engaging, audience-appropriate content for a wide range of internal and external audiences.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Excellent knowledge of a range of digital platforms and an understanding of their appropriate use as part of a wider communications strategy.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Experience of building audiences/followers to engage new publics.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Excellent IT skills including applied knowledge of Microsoft Office, including Excel, Word and Outlook.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Evidence of writing strategy, policy and reports to inform practice and procedure and achieve strategic objectives.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to use basic formulae in Excel spreadsheets.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Experience of web-editing in an administrative capacity.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Evidence of video and podcast production.</li> </ul>	D
	<ul style="list-style-type: none"> <li>Experience of supervising others</li> </ul>	D
	<ul style="list-style-type: none"> <li>Experience of designing and delivering careers events and initiatives for students</li> </ul>	D
Communication	<ul style="list-style-type: none"> <li>Excellent and clear verbal communication skills.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Excellent written communication skills with the ability to convey complex information in an accessible form according to a wide range of stakeholders.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to produce original copy in an appropriate format for a range of different audiences.</li> </ul>	E



<b>Planning and Organising Resources</b>	<ul style="list-style-type: none"> <li>• Evidence of effective planning and ability to prioritise own workload.</li> <li>• Evidence of effectively managing a professional programme of small, medium and large-scale events at different stages in the planning, delivery or follow up process.</li> <li>• Evidence of managing marketing and content cycles to achieve optimal effect/impact.</li> <li>• Experience of event-related financial administration within financial regulations.</li> <li>• Proven ability to work under pressure and find appropriate solutions to problems that may arise.</li> <li>• Evidence of the ability to work on projects concurrently without loss of attention to detail or accuracy.</li> </ul>	E  D  D  E  E  E
<b>Teamwork and Motivation</b>	<ul style="list-style-type: none"> <li>• Experience of having participated in and contributed actively to a large team.</li> <li>• Motivation to continuously improve the quality of areas you manage.</li> <li>• Able to work autonomously with minimal supervision.</li> <li>• Motivation to provide a high quality level of service and support.</li> <li>• Experience of line-management</li> </ul>	E  E  E E  D
<b>Liaison and Networking</b>	<ul style="list-style-type: none"> <li>• Ability to develop effective relationships with academics, professional services staff, students, the Department's visitors and alumni, the central Communications Division, LSE Life, LSE Advancement and other colleagues across the School.</li> </ul>	E
<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>• Evidence of being able to use tact, diplomacy and discretion.</li> <li>• Commitment to providing an excellent customer service.</li> <li>• Proactive and ambitious attitude, including the ability to think through the requirements/strategic objectives of the Department and the School more broadly and to provide solutions.</li> <li>• A successful record of paying close attention to detail and maintaining confidentiality in an administrative capacity.</li> <li>• Evidence of the ability to use initiative to make suggestions about improvements to service delivery.</li> </ul>	E E E  E  E

**E – Essential: requirements without which the job could not be done.**

**D – Desirable: requirements that would enable the candidate to perform the job well.**