



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: Blog Editor and Communications Manager

Department/Division: Firoz Lalji Centre for Africa **Accountable to:** Centre Manager

Job Summary

This role is central to supporting the Firoz Lalji Centre for Africa's vision, the Centre is committed to and strives to increase the visibility and representation of Africa in the LSE's teaching, research and policy engagement. The Blog Editor and Communications Manager acts as a key facilitator to connecting those who work on Africa across the School through the organisation of events, disseminating LSE Africa research through the blog, and managing the communications with the Centre's wider network. The post holder will report to the Centre Manager and will be responsible for line-managing the communications and events officer. The selected candidate will be a part of the senior leadership team of the Centre and contribute to the strategic direction, development and achievement of Centre's goals and objectives. The post holder will be responsible for implementing, maintaining and updating the Centre's communications strategy. The post holder will also be responsible for the commissioning, editing and posting of blogs for the Centre's Africa@LSE blog and have the ability to translate complex academic ideas into plain English. Furthermore, the post holder will be the first point of contact for any internal or external press releases and will be responsible for handling the media relationships. Effective relationship building is at the core of the role and the successful candidate will be expected to initiate and build relationships with LSE academics working on Africa-related topics.

Duties and Responsibilities

Communications

Proactively contribute to devising a communication strategy across various media platforms and lead in its delivery.

- Ensure the smooth and effective implementation of the communication strategy in collaboration with the Centre Manager and LSE's Communication Division
- Setting best practices for the Centre's social media, blog and website for staff and external contributors to follow
- Lead on the developing and executing of a communications strategy for research projects (blog posts/series; campaigns, commemorative days) and the Centre's internal communications
- Develop and maintain webpages for the projects, producing high quality accessible material suitable for an online audience
- Liaise with LSE services and central administration departments, especially Research Division, Communications Division and IMT, as needed



- Manage and grow the internal communications channels such as the monthly newsletter, Instagram feed, Facebook content
- Manage the day-to-day running of the blog plus scheduling tweets and community management
- Edit and oversee editing of Centre communications material such as research project information booklets, newsletters, LinkedIn posts, and Facebook content
- Develop and maintain outreach channels such as the Citing Africa podcast series, blog writing challenges, organising and promoting the Centre's annual Welcome Reception, and Open Days
- Produce monthly website and social media analytics and evaluation
- Oversee the production of news stories on key events and activities at the Centre
- Lead on the writing and production of the Centre's annual report
- Proactively manage and update the digital resources of both Centres
- Proactively identify opportunities for collaboration and maintain relationships with existing contacts and media organisations
- Initiate, manage and sustain relationships with Media agencies

Blog Editing

- Responsible for the commissioning of blogs and vlogs from academics, researchers, students and the public sector working on African-related topics
- Edit and proof blog submissions and give feedback where required to the author(s)
- Schedule blog posts and manage the promotion of the blog posts on social media
- Manage the photography and video archive for the blog, website and social media. Ensure all photography and videos are of high quality and have the appropriate permissions

Events and Meetings

- Organise workshops, public and other project events and meetings. This will include co-ordinating diaries, managing the event budget, booking venues, maintaining participants' lists, issuing invitations, liaising with speakers and other internal and external partners, arranging catering, preparing and disseminating materials
- Fostering relationships with the School's central Conference and Events teams to ensure the Centre's events programme is delivered within best practice guidelines
- Attend 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 Centre's recommendations for improving working with other School divisions/services
- Working with the communications and events officer to ensure the Centre's events calendar is up-to-date and avoid any potential clashes
- Advise the Centre on practices to increase the efficiency and effectiveness for managing the events programme
- Work with the communications and events officer to tailor events that bring the African perspective to LSE and connect LSE students, faculty and staff with the wider academic community working on Africa
- Manage and develop further the Centre's network of academics and researchers working on Africa across the School by organising networking events and a communications platform for academics and researchers to connect with one another

Management Responsibilities

- Line manage the Events and Communications Officer and any temporary communications and events staff, such as interns
- Perform career development reviews for the events and communications office that is in line with the School's procedures and frameworks
- Support the achievement of the core objectives of the Centre



- Participate and contribute actively to the leadership team meetings at the Centre
- Attend Central Communication Division general meetings and review updates as and when they arise

The appointee will be expected to play an active intellectual role in the Firoz Lalji Centre for Africa, and to contribute to new initiatives as they develop. Other responsibilities to be assigned as needed. Must be flexible to work evenings and weekends when Centre events are scheduled. Some travel will be required.

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.