



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 post holder.

Job title: Communications and Events Officer

**Department/Division: Management
Communications Manager**

Accountable to:

Job Summary

This post will work within the Department of Management's Events, Marketing, Communications, Corporate Relations and Alumni (EMCCA) Team, to support and proactively enhance the Department's reputation as a global centre for research excellence, thought leadership and real-world impact.

The post holder will deliver engaging stories about the Department through research, writing, editing and proofreading, and promote content across multiple channels. In particular, the post holder will take responsibility for internal communications, acting as the main driver to identify and innovate ways to communicate with staff.

The post holder will also manage the delivery of a broad portfolio of high-profile, large-scale events, as part of LSE's world-renowned public lecture programme. Occasional evening work will be required.

Duties and Responsibilities

Communication

1. To support the EMCCA Team in implementing an integrated communications and engagement strategy for the Department of Management, including:
 - Building the Department's brand reputation among internal and external audiences as a world-leading centre for research excellence, thought leadership and real-world impact by researching, writing, editing and proofreading news stories, case studies, press releases and key campaigns.
 - Promoting research findings, news stories and high-profile public events via a range of digital channels including the web, social media, newsletters, blogs, external media, video, podcasts and infographics.
 - Cultivating a collaborative internal culture with targeted internal communications campaigns.
 - Engaging key audiences via the Department's social media channels.
 - Responding to external media requests and identifying PR opportunities.
2. To exhibit exceptional written communication skills including:
 - Taking a lead on writing compelling and effective copy, with the ability to adapt style and format for a range of different audiences and channels.



- Taking a journalistic approach to identify and develop engaging stories and insights about the Department, and ensure these are communicated effectively to relevant audiences.
 - Creatively communicating complex ideas and academic insights to diverse audiences, enabling accessibility to content while maintaining accuracy.
 - Conveying a range of consistent strategic brand messages, ranging from 'big picture' to highly detailed.
 - Conducting professional interviews face-to-face, over the phone and on email.
 - To assist the Communications Manager in editing and sourcing content for the Management with Impact blog.
3. To act as the editorial lead for the Department's internal newsletters, including:
 - Creating content plans for Departmental newsletters and campaigns that support strategic objectives.
 - Seeking out stories and commissioning content from internal stakeholders, and taking the initiative to act in an editorial capacity, editing and proofing written content produced by others as appropriate.
 - Producing high-quality, engaging written content.
 - Proofreading and fact-checking all content.
 4. To create effective and engaging content for the Department's social media channels and PR campaign, including:
 - Promoting research findings, news stories and public events via Departmental social media channels.
 - Driving engagement with Departmental content among key influencers on social media, including leaders in business, the press, government and policy.
 - Publicising Departmental public events and podcasts.
 - Supporting the writing of press releases and related media activities.
 5. To work on the Department's website in conjunction with colleagues in the EMCCA Team, including:
 - Ensuring the Department's home, news and research pages are kept up-to-date with compelling content.
 - Ensuring the website is an impressive and effective 'shop window' for the Department's research.
 - Ensuring that content adheres to LSE's brand guidelines and is of a high editorial quality throughout.
 - Ensuring compliance with UK law and LSE regulations, e.g. copyright and GDPR.
 - Ensuring accessibility and usability of pages.

Teamwork and motivation

6. To work collaboratively and effectively toward shared goals with other members of the EMCCA Team, as well as other professional services and academic staff across the Department.
7. To lead by example and form positive working relationships with professional service and academic colleagues, and utilise these to gain buy-in and support for communications and public events activities.
8. To proactively manage the participation of key internal and external stakeholders in delivering communications and public events activities within tight deadlines, including colleagues in the EMCCA team; faculty and professional services staff in the Department of Management; students; alumni; media contacts; the Department's PR agency; and any other external agencies where



required.

Liaison and networking

9. To be a key contributor to the Department's good reputation within the School, and enable effective collaboration on the delivery of communications and public event activities, by developing mutually beneficial relationships with a range of Management staff and colleagues at all levels around LSE's departments and divisions, e.g. the LSE Communications Division.
10. To develop and independently maintain strong relationships with a range of Departmental colleagues at all levels, e.g. senior management team, programme managers, academic staff, etc., to actively source content for communication activities.
11. To maintain an awareness of key projects and developments across the Department and School and follow up on leads in a timely manner.
12. To proactively establish and maintain external networks on own initiative, including the Department's partner organisations and the media.

Service delivery

13. To take responsibility for ensuring internal stakeholders receive relevant, timely and accurate Departmental and School updates and information via internal communication activities, obtaining sign-off on content when necessary.
14. To work closely with staff, student, alumni and corporate relations colleagues, external agencies and partners to ensure a consistently high standard of service in the delivery of communications and public events activities.
15. To identify and record Departmental faculty in the news via daily media monitoring.
16. To respond promptly to colleagues, stakeholder and externals, including enquiries into the dom.comms mailbox, utilising tact and discretion where appropriate.
17. Some work outside of normal working hours may occasionally be required to support the delivery of events.

Planning and organising resources

18. To independently plan, commission and coordinate a schedule of regular, high-quality content for the Department's newsletters, to be circulated regularly throughout the year and manage all associated administration processes.
19. To proactively plan high-profile public events, including managing requests from speakers or suggestions from LSE's Events office, liaising with speakers and their team, managing the guest and press lists, leading on event promotion campaigns and providing on-the day logistical support.
20. To manage a busy and varied workload and to prioritise effectively with minimal supervision.



Initiative and problem solving

21. To input into the development of the Department's communications and events strategy with data, reports and recommendations.
22. To take responsibility for internal newsletters, social media content, public events and PR and media activities in line with the priorities identified in the communications and events strategy, taking independent decisions to ensure the smooth delivery of activities, acting proactively on own initiative to resolve unforeseen or sensitive issues.
23. To respond to any urgent communications or events issues, referring up to the Communications Manager when appropriate.

Analysis and research

24. To proactively initiate and develop new ideas and projects underpinned by data collection and interpretation.
25. To undertake regular monitoring and analytics of internal communications, social media, public events and communications campaigns and use insights to propose relevant adjustments or developments to the communications and events strategy, or to suggest improvements and changes to Department communications.

Note

The LSE has a progressive pay structure that rewards you with annual pay increases up to a certain level as you develop in your role. We also provide for further reward past this point in the form of further pay increases based on exceptional performance.

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.