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 Manager

Department/Division: Centre for Women, Peace and Security & Gender, Justice and Security Hub
Accountable to: Centre Manager / Hub Chief Operating Officer

Job Summary: To lead on internal and external communications in the Centre for Women, Peace and Security and UKRI GCRF Gender, Justice and Security Hub and tell compelling stories from projects around the world to support the strategic goals of the Centre and Hub.

The post-holder will develop and deliver integrated communication activities to share knowledge and raise awareness of the Hub and Centre research, and lead on internal communications, key communication projects and Centre public events. The post-holder will convene, work with and support teams of academic and administrative colleagues across multiple locations, to formulate communication plans for specific projects as well as leading on overarching organisational strategies. They will play a key role in building the communications skills and capacity of colleagues in overseas partner institutions, delivering training and leading on development of local plans to maximise awareness and impact of the work.

Duties and Responsibilities

The key duties associated with this post are as follows:

Communication

- Lead on Centre communications and public events in line with agreed budgets and targets, representing the Centre Manager at relevant meetings and leading on specific projects.
- Lead on the development and maintenance of the Centre's core website and project sites, and the creation of a new site for the multi-partner Gender, Justice and Security Hub.
- Develop and operationalise communication strategies for the Gender, Justice and Security Hub and Centre for Women, Peace and Security, promoting research and project activities to external and internal audiences including academics, NGO partners, press contacts, industry, government and funders.
- Write and compile online and offline communications and manage content on the LSE WPS website and Tackling Violence Against Women resource site, developing content to maximise readership across all target audiences.
- Manage and oversee the strategic development of the LSE WPS Working Paper Series and LSE WPS blog, devising and implementing production schedules, communicating with contributors, reviewing progress and proposing changes.
- Lead on the strategic planning for internal communications with the Hub and Centre communities, ensuring all internal stakeholders receive relevant updates and information.
- Exhibit exceptional verbal and written communications skills, including
  - interviewing and influence skills;
  - writing copy for publications;

- interpreting ideas and communicating complex academic theories to non-academic audiences;
- editing and proofreading;
- seeking out engaging stories and news;
- supporting strategic and change communications.
- Liaise with high-profile speakers of LSE's public event programme to agree speaking briefs and promotional copy.
- Ensure all written copy is accurate, adheres to Centre and Hub style, is of a high editorial quality throughout, and to advise others on editorial best practice.
- Develop proposal and strategy for effective use of film and other communications tools in support of Centre and Hub objectives
- Ensure the posting of content on the Centre and Hub social media accounts and develop plans to drive engagement with Centre and Hub research, news and events.

Teamwork and motivation

- Oversee the development and delivery of editorial plans to promote news, research, events and the brand of both the Centre for Women, Peace and Security and the Gender, Justice and Security Hub.
- Take responsibility for ensuring information and updates are disseminated to relevant stakeholders and that those reflect the goals and aims of the Centre and Hub.
- Convene, work with and support teams of relevant academic and administrative colleagues to formulate communication plans for specific projects within the Hub and Centre.
- Support, advise and enhance the skills of academic and administrative colleagues in external partner institutions overseas in the development and delivery of Hub communications plans.
- Support Centre staff to ensure the smooth running of high-profile events and selected engagement opportunities
- Line-manage and supervise any communications assistants, as and when project funding permits

Liaison and networking

- Develop mutually beneficial relationships with Centre and Hub colleagues, and staff at all levels in LSE divisions and in partner institutions across the Hub
- With the International Strategy and Partnerships Manager, develop and maintain strong relationships with Hub members – including researchers and management and administrative staff - in academic institutions and NGOs in the global north and south, and with stakeholders and influencers with the potential to advocate of the Hub's behalf
- Develop and independently maintain strong relationships with PR, press and media contacts, and actively generate media interest in the Centre and Hub
- Maintain an awareness of projects and developments across the Centre and Hub and win buy-in and support from academic and professional service colleagues to share these projects with relevant audiences.
- Establish and maintain external networks for benchmarking and sharing good practice.
- Engage and influence high-profile external speakers to speak at public events.

Planning and organising resources

- Lead on the production and delivery of the communications plans for the Centre and Hub projects, including the setting of objectives and targets.
- Lead on development and delivery of internal and external Centre and Hub-wide

communications strategies, reporting appropriately to the Chief Operating Officer / Centre Manager

- Lead on production and delivery of central Hub research outputs, including a major print publication
- Take responsibility for event and communications expenditure in the Centre for Women, Peace and Security, across multiple project lines.
- Manage a busy and varied workload and to prioritise effectively, resolving event issues and PR decisions quickly and professionally.

Service delivery

- Ensure Centre and Hub communications are accurate and error free
- Devise and implement templates and brand guidelines for the Centre and Hub, in line with LSE / funder requirements and work across the Centre and Hub to ensure consistency
- Strengthen the Centre and Hub's reputation through well-executed communications, and make independent decisions on reputation management, reporting issues to the Hub Chief Operating Officer / Centre Manager when appropriate.
- Have overall responsibility for a coordinated programme of high-profile Centre events and work with the Centre Manager and project staff to deliver events integrated with other activities.
- Source appropriate images for use in digital and print publications for the Centre and Hub, manage a library of images and ensure images are used in line with relevant copyright legislation.

Analysis and research

- Independently conduct reviews, analysis and research on all communications and public engagement activities, and make recommendations to the Hub Chief Operating Officer / Centre Manager, and other senior management if required.
- Monitor and evaluate media and communications activities and lead on continuous review and development of communications strategies

Initiative and problem solving

- Working with the Hub Chief Operating Officer / Centre Manager, lead on drafting communications and engagement plans and budgets for the Gender, Justice and Security Hub, Centre for Women Peace and Security, and specific Centre projects
- Proactively source potential speakers for the Centre's public events, and Hub members to be profiled in internal and external communications, evaluating to determine if they support Centre / Hub objectives.
- Take the lead in mapping research activities across the Centre and Hub to initiate and develop new press campaigns and public engagement projects that underpin research excellence and knowledge exchange.
- Develop and implement Hub internal communications tools establishing secure online shared spaces, questionnaires, newsletters, and providing guidance to colleagues
- Respond to urgent communications or event issues, deputising for the Centre Manager when required

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.