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 & Events Officer

Department/Division: Department of Sociology
Accountable to: Department Research Manager

Job Summary

The purpose of this post is to undertake primary responsibility for day-to-day public facing communications and digital engagement across the department including LSE Human Rights and the *British Journal of Sociology*. The department's website, twitter and social media accounts will be crucial in this regard. The post holder will be encouraged to break new ground in communications and digital engagement, including the imaginative use of text, image and multimedia, event amplification and dissemination through social media. The post holder will develop and maintain other departmental promotional and communications channels, such as external marketing materials and social media channels.

The post holder will also take the lead role in planning and organising the department's public events programme, attending events where required to provide on-going support. They will also be responsible for establishing and sustaining contact with student alumni groups and relevant research networks within the School.

The post holder will act as the first point of contact within the department for the above areas and will be expected to take a proactive approach to monitoring the latest web and social media technologies in order to keep the Sociology department's communications relevant and up to date.

The appointed person will be responsible for identifying, establishing and implementing the Sociology department's communication strategy and systems, and will manage and edit the various communication links with internal and external networks that the system comprises (including a website, social media profiles, newsletters, and blog). This will involve managing the Sociology department's publications as well as planning and producing marketing and communication material.

Duties and Responsibilities

Service Delivery

- Leading on developing and delivering the Sociology department's communication strategy, in collaboration with the Head of Department and Department Research Manager and the LSE Communications Division.

- Taking overall responsibility for the Sociology department's external communications and acting as a first point of contact for all aspects of the department's communications, working with and consulting the LSE Communications Division as appropriate.

- Oversee the use of the Sociology department's brand identity.

- Coordinating all the publicity for publications and events.

- Participating actively in the Sociology department and communicating key news and outputs through producing high-quality and accurate copy for the website and other publishing formats.

- Developing and managing internal and external communication systems, including a contact database and mailing lists.

- Ensuring events and communications materials adhere to University, departmental branding and maintaining standardised PowerPoint slides and other communications assets for use by staff and students across the department.

- Providing communications support and co-ordination for departmental events such as seminars, public lectures, book launches, alumni events and the LSE Human Rights and *BJS* annual lectures.

- Assisting with the production and dissemination of publicity, publications, brochures, reports and other digital- and paper-based promotional materials relating to the department and *BJS.*

- Liaising with central communications and marketing staff to ensure LSE standards in best practice and process are being met. Attending ongoing training and networking events with the LSE Comms Division to maintain up-to-date knowledge of policies and standards.

- Organising and promoting the department's events, liaising with the Department Research Manager and academics in the department and external speakers to develop and implement a coherent and engaging programme of events.

- Ensuring events and communications materials adhere to School policy and branding. Coordinating with the Communications Division to increase the department's impact both within LSE and with external audiences.

- Attending and/or acting as secretary to departmental committee meetings as appropriate to the role. Supporting the Department Research Manager with committee organisation as necessary.

Teamwork and Motivation
- To foster a collegial atmosphere with other Sociology department colleagues at all levels and in all staff groups.

- To contribute actively and positively to the effectiveness of the administrative team and to the Sociology department's objectives.

- Analysing the impact of communications, reporting back to the Head of Department and Department Research Manager on key findings, and using these findings to improve the quality and impact of future communications.

Planning and Organising
- To oversee the planning process for all communications and marketing strategies for the department, including LSE Human Rights and BJS including; making recommendations; communicating clearly with academic and administrative staff regarding forthcoming deadlines; taking into account initiatives and directives from the School; overseeing the department's communications strategy; developing effective mechanisms for recording the department's communications and marketing data.

- To understand both the School's requirements, and best practice in the sector, regarding the management of communications, marketing and branding, and to provide a concise analysis to the Head of Department and Department Research Manager.

- To prepare first and final draft reports to the department's Head of Department and Department Research Manager on matters concerning communications and marketing.

- Providing timely and high-quality delivery of departmental public events. This may require attendance at some evening events.

Communication
- To take lead responsibility for all communications emanating from the department's public events to ensure clarity, concision and accuracy. Devising initiatives for establishing and sustaining links with alumni, and working with the Student Experience and Engagement Coordinator to facilitate communication between current and past students.

Website
- Developing, managing and editing the Sociology department's website, including LSE Human Rights and the BJS. This includes planning and developing the website, ensuring a coherent and intuitive website structure attractive to users, managing quality control of any content added, and keeping the website up-to-date at all times.

- Leading on identifying new ways of maintaining a website that is highly effective in promoting the department's programmes, research, events, activities and objectives.

Social Media
- Managing social media presence and accounts for the Sociology department and managing the department's 'persona' on social media, monitoring dialogue and responding as appropriate; consult with the LSE's Communications Division to ensure alignment with LSE social media best practice and strategy.

- Taking lead responsibility for the strategic use of social media such as Twitter, Facebook and LinkedIn and to research key audiences in order to raise the profile of the department.

Publications
- Developing and implementing a publications strategy for print and online media, in consultation with the LSE's Communications Division.

- Managing department publications, including publicity material and the department's staff handbooks.

- Commissioning work from authors, contributors, graphic designers and photographers.

- Planning and overseeing publications output, including events, press launches and related publicity.

Marketing
- Working closely with the department's Department Research Manager and Head of Department, and leading where appropriate, on identifying and implementing marketing activities to promote the department and its programmes.

- Planning and managing the production of marketing and communication material, actively

contributing to the design process by providing ideas, using own judgement to assess quality and appropriateness of designs, and liaising internally with the LSE Design Unit and with external suppliers.

Blog

- Establishing and implementing the strategy for setting up and developing the Department's blogs.

- Editing and maintaining the Department's blogs on a day-to-day basis, including commissioning articles contribution for the blog from different user groups; utilising social media channels to disseminate the blog posts widely and create discussion and debate around the ideas developed on the blog; managing the quality of the blog posts.

- Anticipating and reacting to events to ensure that the blogs are lively, up to date and drives traffic effectively to other parts of the blog and the website.

Analysis and Research

- To monitor information relating to possible sources of communications funding relevant to the department. Undertaking research - by reading of appropriate papers, carrying out web searches of online information, and by joining relevant email listings/alert services – to improve the department's communications and marketing strategy.

- Monitoring the effectiveness of events planning and making suggestions for improvement to ensure continual improvement in events activity and to maximise audiences for events.

Liaison and Networking

- To liaise with the central LSE divisions regarding initiatives and database systems that may be developed.

- To engage with areas of the School that will support the implementation of new communications processes or guidance.

- Liaising as appropriate for each event with the academic convenor, LSE conference office, and other internal and external contacts as necessary over room hire, catering, audio-visual equipment, invitations, hotel room and travel bookings, and other guest enquiries.

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.