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: Managing Editor, COVID-19 Blog

Department/Division: School of Public Policy   Accountable to: Dean

Job Summary

The aim of the LSE COVID-19 blog is to:
- provide accessible and relevant social science research for policy actors tackling the global crisis of COVID-19 to help formulate policy responses and interventions
- increase the public understanding of the contribution that social sciences can make to the global response to the COVID-19 crisis
- to facilitate the sharing and exchange of knowledge about social science research with experts within and outside universities in the context of the COVID-19 crisis
- to open up relevant LSE and outside academic research so to increase its impact.

The Managing Editor is responsible for all the day to day aspects of the running of the LSE COVID-19 blog, which works in close co-operation with other related LSE blogs and the LSE public events programme and other forms of external engagement.

Duties and Responsibilities

The key tasks for the Managing Editor will be:
- Commission contributions for the LSE COVID-19 blog from academics (especially within LSE), policymakers and external researchers such as those in think tanks, charities and third sector organisations.

- Make day to day decisions on whether submitted posts are of sufficient quality to be posted and when posts need to be referred to the General Editor(s) for her/his adjudication.

- Edit contributions in line with the blog's style guide and to ensure the writing is of a high quality, readily accessible to policy-makers, and fully evidence-based. Also being able to assess potentially sensitive issues covered in posts.

- Where necessary, edit posts to ensure that written data analysis and statistics in posts are made more accessible to the general reader. Provide additional data collection or analysis where this would strengthen posts.

- Communicate sensitively with contributors about any improvements or concerns with their submitted content, liaising with the General Editor(s) in the most difficult and sensitive cases.

- Liaise with current and potential contributors, and with internal to LSE and external stakeholders on the day to day running of the blog.

- Plan, organise and maintain a regular supply of posts for the blog, working in close consultation with the Managing Editors of other LSE blogs where appropriate.

- Contribute to the promotion of the Blog by contributing to the updating of related website(s) and the LSE COVID-19 Resource Centre, and assisting with the organisation of related events

- Assist the academic staff of the School of Public Policy with occasional pieces of academic related-writing that pertain to COVID-19 and social sciences research

- Work closely with staff at the School of Public Policy and across LSE.

- Handle all the technical aspects of the blog including posting content on the website, handling comments, updating the look and feel of the blog, using plug-ins.

- Utilise blog tracking software (Google Analytics) to be able to report on the impact and reach of the blog, and to liaise with the General Editor about any trends in blog statistics.

- Utilise related social media channels in order to disseminate the blog posts widely and create discussion and debate around the ideas developed on the blog on Facebook, Twitter, LinkedIn, Pinterest and/or other relevant social media platforms.

- Keep up to date with the development of current social media software.

- Report regularly to the General Editor(s) on progress, be an active part of the LSE-wide Blog Committee (made up of Managing Editors from around the School) to decide on short term blog aims, and report periodically to the department on blog progress.

- Assist the General Editor(s) in developing a strategy to take forward the development of the blog, including strengthening the future financial and commercial sustainability of the LSE blogs family.

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 is needed, and the post holder may be required to perform work not specifically referred to above.

Equality and Diversity
To uphold the School's commitment to equality of respect and opportunity, as set out in the Ethics Code, we will treat all people with dignity and respect, and ensure that no one will be treated less favourably because of their role at the School, age, sex, disability, gender identity, race, religion or belief, sexual orientation, marriage and civil partnership, pregnancy and maternity, or social and

economic background. For the full Equity, Diversity and Inclusion policy statement, please see the [EDI website](#)

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.