



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: Programme Officer, Programme for African Leadership

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

Job Summary

The Programme for African Leadership (PfAL) aims to bring together bright and ambitious African post-graduate students at LSE, to support their development into value-driven and effective leaders through a structured set of activities and events, and to create an alumni network whose members are committed to having a direct and positive impact on the lives in African communities.

The PfAL Programme Officer will support the PfAL Programme Manager in co-ordinating all of the programme's wide range of operational and developmental activities, with a focus on communications and alumni engagement. A key aspect of this role will involve cultivating positive relationships with stakeholders such as students, alumni, donors and faculty, ensuring a high quality of service at all times.

In 2018, and subsequently every two years, the PfAL Forum will be held in Africa with over 100 attendees (incl. alumni, sponsors, partners, speakers and high-profile friends of the programme). As deputy event lead for the 4-day Forum, the postholder will take responsibility for managing all operational aspects.

The postholder will also be part of the core staff of the growing Firoz Lalji Centre for Africa (FLCA), and as such will be expected to contribute to new and ongoing initiatives as they develop. The Centre promotes independent academic research and teaching; open and issue-oriented debate; and evidence-based policy making across LSE. FLCA accomplishes this by connecting different social science disciplines and by working in partnership with Africa bringing African voices to the global debate.

The main duties and responsibilities of the post holder are outlined below.

Duties and Responsibilities

Communication

1. Implementing an integrated communications and engagement strategy for the Programme, including:



- Cultivating a collaborative and engaging Programme environment with targeted communications.
 - Promoting Programme activities and achievements via a range of digital channels, including the web, social media, newsletters, video, podcasts, and other cutting-edge, user-focused content in line with the Programme and FLCA communications strategy
2. To exhibit exceptional communication skills including:
 - Writing compelling and effective copy, with the ability to adapt style and format for a range of different audiences and digital platforms.
 - Taking an editorial approach to identify and develop engaging stories and insights about the Programme, and ensure these are communicated effectively to relevant audiences.
 - To identify and record alumni and key Programme themes in the news via media monitoring.
 - Managing content across current student communications channels, notably Moodle and the class Facebook page.
 3. To create effective and engaging content for the Programme's digital channels and publications:
 - Intermediate knowledge of photo and video editing software as well as CMS experience.
 - Producing, maintaining and distributing an up-to-date alumni directory annually.
 - Producing, editing and proofing regular PfAL alumni newsletters and communications, liaising with network members to capture and share their stories and achievements.
 4. To manage the Programme's website and printed communication, including:
 - Ensuring webpages are kept up-to-date with compelling content, user friendly and accessible.
 - Ensuring that all content adheres to LSE and centre house style and is of a high editorial quality throughout.
 - Ensuring consistency of PfAL branding and messaging across all platforms.
 - Ensuring compliance with UK law and LSE regulations, e.g. copyright and GDPR
 5. To undertake independent data collection (through Google Analytics, for example) for the evaluation of communications campaigns and announcements, proactively developing improvements to metrics and feedback systems, and producing reports as and when required, in order to inform and influence the Programmes' communications strategy.

Teamwork and Motivation

6. To work collaboratively and effectively toward shared goals with other members of the Centre's team, as well as other professional services and academic staff from across the School.
7. To lead by example and form positive working relationships with PfAL students and alumni, professional service and academic colleagues, and utilise these to gain buy-in and support for the programme..
8. To proactively manage the participation of key internal and external stakeholders in delivering Programme activities within tight deadlines, including senior faculty and professional services staff (incl. Student Services Centre, Registry, LSE Conferences and Library), students, alumni, media contacts, current and potential funders and other external partners where required.

Liaison and Networking

9. To be a contributor to the Programme's good reputation within the School, and enable effective collaboration on the delivery of PfAL activities, by developing mutually beneficial relationships with a range of colleagues at all levels.



10. To develop and independently maintain strong relationships with a range of centre stakeholders (internal and external) to actively source content and ideas for communication activities.
11. To initiate and cultivate productive relationships with programme alumni and develop a personal network of contacts across African companies, civil society organisations and governments that can assist in the programme's ongoing development.
12. To develop strong working relationships with programme donors, senior LSE Advancement colleagues and the Director of the Africa Centre to ensure keen understanding of LSE's wider strategic goals for Africa so that synergies and development opportunities are recognised and acted upon.

Service Delivery

13. To take responsibility for ensuring students, colleagues and the public receive relevant, timely and accurate updates and information.
14. To work closely with staff, student and alumni colleagues, external agencies and partners to ensure a consistently high standard of service in the delivery of Programme communications and activities, including providing logistical support on all aspects of events and assisting the Programme Manager with all administrative and operational processes.
15. Contribute to the successful operation of FLCA events and activities as required, including working on ad-hoc projects or communications-related activity, also covering during absence and generally lending skills where appropriate.
16. Some work outside of normal working hours and occasional international travel may be required to support the delivery of events.

Planning and Organising Resources

17. To independently design, plan and project manage the production of core programme publications – e.g. Programme Brochures, Class Handbook, Class Yearbook, Project Brief and Guidelines, etc.
18. Develop and implement an alumni engagement plan to motivate and engage alumni to support ongoing Programme activities and their fellow members.
19. To assist with the planning, management and coordination of all event logistics, budgets and operations linked to PfAL activities including but not limited to workshops, social events, panel discussions, student projects and the biennial PfAL Conference.
20. Research and identify sponsor and partnership prospects and develop a database for the Programme.
21. Maintain a resource bank of all PfAL-related media – images, videos, publications, etc.
22. To be responsible for recruiting and managing temporary staff for PfAL events at LSE.



24. To manage a busy and varied workload and to prioritise effectively with minimal supervision.

Initiative and Problem Solving

25. To actively participate in Centre meetings, proactively seek to identify synergies across Centre activities, and to work with Centre colleagues to advance the Centre's mission.

26. To proactively seek to identify new ways to increase engagement across the alumni network.

27. To take a proactive interest in PfAL student welfare – maintaining open channels of communication, listening actively and with empathy, and taking action as appropriate.

28. To take responsibility for communications and alumni engagement in line with the agreed priorities, taking independent decisions to ensure the smooth delivery of activities, acting proactively on own initiative to resolve unforeseen or sensitive issues or ensuring involvement of senior staff when appropriate.

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.