



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definite 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: Economic Policy Communications Manager

Department: Centre for Economic Performance (CEP)
Accountable to: Centre Director and Centre Manager

Job Summary:

Working closely with the (part time) Public Affairs Director, the Economic Policy Communications Manager will be responsible for ensuring the Centre achieves the highest possible public profile for its work, as well as making sure it continues to influence the current economic and social policy agenda. With a background in economics, s/he will translate, edit and co-author the wide-ranging work of over 70 academics, researchers and postgrads into a variety of output, communicating economic ideas and policy analysis to the wider public. S/he will be responsible for the CEP's digital communication and public affairs strategy to disseminate the work, including managing websites for CEP and the Centre for Vocational Education Research (CVER) and production of *CentrePiece* magazine.

Key Responsibilities

These will include:

- Communicating and translating complex material from a varied economic policy research agenda to a lay audience. Writing accessible summaries at speed from technical, economic working papers, and translating statistical and quantitative evidence into accessible formats. Writing, editing and proofreading technical and non-technical copy to tight deadlines with high standards of accuracy.
- Raising the profile of CEP research through external networks focused on economic policy analysis, for example with the media, Parliament, policymakers, funding bodies and think tanks, as well as to the general public. Pro-actively seeking feedback of multiple stakeholders to improve the delivery and effectiveness of CEP's digital communication strategies.
- Leading both long-term and flexible strategic planning, in collaboration with the Centre Director, Centre Manager and Public Affairs Director, on the Centre's dissemination in response to economic and social policy developments in CEP's areas of expertise; and strategic planning of commentaries and responses to events in the political calendar.
- Using knowledge of current national and international economic and public policy issues, to identify opportunities and new initiatives for CEP-authored opinion pieces, features, letters and other editorial material. Researching and writing press releases on CEP-authored academic work, and placing these in the media.
- Overseeing commissioning and production of a wide range of published output including economic and social policy analyses, *CentrePiece* magazine, blogs, social media, press releases, commentaries, website content, articles for newspapers, and impact reports for funders. This will involve editing academic researchers' and postgrads' work, writing or co-writing with them and with the Public Affairs Director.



- Collaborating with Public Affairs Director on commissioning and editing articles for in-house *Centrepiece* magazine, managing out-of-house design and production teams.
- Managing the re-development of new-look websites for CEP and CVER, and keeping them up to date with relevant economic policy content - both self-written and in collaboration with researchers. Motivating research, academic and support staff to update and contribute to sections of the websites.
- Responsible for CEP's social media strategies, including the use of Twitter, to promote the Centres' work, and using other digital marketing methods to increase traffic to the websites and other digital platforms.
- Training research staff in conveying economic and social policy findings to non-technical audiences, and in presenting economic policy data and statistics in (visually) engaging ways, including for social media.
- Managing senior academic, student and junior researcher contributions, and part-time assistance for a variety of platforms e.g. website; twitter; *Centrepiece*; blogs. Line-managing staff to support the communications strategy as needed.
- Managing incoming press enquiries and providing accurate, timely and appropriate responses, in particular, identifying and coaching research staff for interviews and, where appropriate, briefing journalists in line with key messages.
- Analysing and interpreting trends in data of CEP's digital communications and media coverage of the work of the Centre. Identifying gaps and future opportunities for increasing coverage and digital access.
- Managing strong stakeholder relationships with the press, policy contacts and funders and maintaining a comprehensive relationship-management database to support this.
- Holding communications budget and managing contracts with internal and external suppliers including graphic designers printers, journalists, and media training providers in line with LSE procurement regulations. Leading internal networks to raise the Centre's profile within the School.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the demands 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.