



## Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

**Job title: Economic Policy Communications Manager**

**Department/Division: Centre for Economic Performance**  
**Accountable to: Centre Director and Centre Manager**

Competency	Criteria	E/D
<b>Knowledge and experience</b>	Degree level qualification in economics <u>and/or</u> demonstrable work, teaching or journalistic experience of communicating economic ideas and policy analysis to others.	E
	Experience of undertaking and managing a wide range of communications and engagement activities, covering media relations, digital communications and printed publications (at least two years' experience desirable).	E
	Understanding of statistical and quantitative evidence.	E
	Awareness of current national and international economic and public policy landscapes relevant to CEP's work.	E
	Understanding of how the press works and ways of evaluating the effectiveness of communications and engagement activities.	E
	Excellent IT skills in software packages, including Word, Access, Excel and/or Stata (including presentation of graphs and statistics).	E
	Excellent website and design/layout skills, including HTML, and CMS.	D
	Experience in using social media to promote external communication, and engage with the policy world.	E



<b>Communication</b>	A strong demonstrable command of written and spoken English	E
	A demonstrable track record of engaging and clear communication in oral and written English, including giving presentations.	E
	Excellent drafting and editing skills, particularly in summarising and presenting complex or specialist material and the ability to communicate complex ideas and information to non-specialist audiences.	E
	Confidence in encouraging and assisting experts/senior staff (in this case, academics) in communicating their work to a wider audience.	E
<b>Planning and organising resources</b>	Ability to devise a strategic annual communications plan and to involve others' contributions to it.	D
	Ability to work effectively under pressure and to tight deadlines.	E
	Ability to respond flexibly to changes in priorities.	E
	Ability to manage one's own workload effectively and to delegate, managing multiple projects simultaneously.	E
<b>Team work and motivation</b>	Ability to build networks with a wide range of colleagues within the Centre, LSE and partner institutions.	E
	Ability to motivate and manage staff to contribute to the communications and policy agenda of the Centre.	E
	Experience of line-managing support staff	D
<b>Initiative and problem solving</b>	Ability to identify and anticipate new opportunities to communicate and engage about the work of the Centre.	E
	Ability to decide often at short notice organisational media response to external requests and to the unfolding news agenda.	E

**E – Essential: requirements without which the job could not be done.**

**D – Desirable: requirements that would enable the candidate to perform the job well.**