# 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:** Communications and Events Officer

**Department/Division:** International Inequalities Institute (III)    **Accountable to:** Institute Manager

## Job Summary

A varied role that responds to communication needs across the Institute spanning events, publicity, news, website and social media content, publications and staff updates. The post holder will have a broad audience of staff, students, alumni and the wider public arising from the following primary responsibilities;

*Communications:* To implement and assist in development of the Institute's communications objectives; working closely with the Institute Manager to define annual objectives and develop the Institute's approaches to internal and external communications strategies amplifying the work of the new III research themes, and Institute academics and developing outreach materials for MSc Programme recruitment and offer holders. Maintain and develop the III website using the School content management system, contensis

*Events*: To coordinate the Institute's public events programme, undertaking activities and generating materials to publicise the Institute's research and other activities, including logistical organisation, execution and follow up.

*Social Media*: To run and develop the Institute's social media output, in conjunction with the School's Communications Division.

*Publications*: To produce publications including regular Institute newsletters, and the Institute Annual Report. To coordinate and maintain the III Working Paper series.

## Duties and Responsibilities

Working with various academic post holders, and liaising with the relevant support departments and services in the School, the post holder takes lead responsibility for implementing the communications brief in the following areas;

**Communications**

- Leading on developing and delivering LSE IIIs communications strategy, in collaboration with the III Manager to develop and enhance the LSE III brand. Taking overall responsibility for the III's internal and external communications and acting as a first point of contact for all aspects of the III's communications, working with and consulting the LSE Communications Division as

appropriate.

- Contributing actively to the III's website, including increasing content on the website, ensuring all content published on the III website is edited in line with the LSE style guide and the writing is consistently of a high quality.
- Working with the III Manager to support impact of research activities, projects and awards.
- Producing and editing of video/audio, sourcing useful and relevant imagery and managing use of existing content resources (Image library, Media library) embedding in website where necessary, including ensuring recent photographs of staff are on file for use.
- Promoting the III's External Relations, Events and Research activities through appropriate channels, including the School's Press Office, Communications and Advancement teams. Maintaining and developing distribution lists and contacts as required.
- Creating promotional content for a range of III activities including, but not limited to, digital displays, web banners, brochures, staff photo board, and student / graduate profiles.
- Collaborating with Departments and Research Centres across the School on research output and events related to inequalities
- Collaborating and coordination with the Atlantic Fellows for Social and Economic Equity based at III

**Events**

- In liaison with the LSE III Manager, responsible for implementing a coherent and engaging programme of external public events, maintaining and co-ordinating the calendar of events for the Institute and Atlantic Fellows programme to ensure minimal conflicts.
- Submitting events to the School's public lecture programme and other established programmes as appropriate, preparing timely publicity materials, and co-ordinating practical arrangements for events: booking rooms, catering and audio-visual facilities; tracking invitations made to guests; liaising with speakers and chairs; post-event dinners and receptions; ensuring there are minimal clashes within the III and School.
- Developing innovative opportunities for engagement in events e.g. integrated use of social media, and further develop events strands.
- Monitoring the effectiveness of events planning and making suggestions for improvement, including increasing attendance to events and monitoring diversity issues relating to the III's public events programme.
- Monitoring the effectiveness of events and related output including podcasts
- Being prepared to work flexibly around III events, which often occur outside standard working hours.
- Providing support to administrative team colleagues during busy periods, covering during absence and generally lending skills where appropriate.

**Social Media**

- Developing and maintaining the III's use of online social media platforms (e.g. Twitter, Facebook, LinkedIn, Instagram) and their integration into the website where relevant, monitoring dialogue and responding and consulting with other staff as appropriate
- Utilising social media reporting tools such as Twitter Analytics, Google Analytics and Facebook Insights to be able to report on the impact and reach of specific content.

**Publications**

- Producing the III Annual Report including, but not limited to developing content; working closely with designers, ensuring the production schedule is adhered to, and working with external printers to ensure the final product is delivered in a timely manner.
- Producing and distributing internal news and external notices and produce a regular email newsletter.

**Teamwork and motivation**

- Contributing actively and positively to the administrative team and to the III.

**Initiative and problem solving**

- Managing own workload with minimal supervision, and taking responsibility for advising academic staff and colleagues of upcoming deadlines, in order to ensure timely completion of objectives.
- Exercising initiative in the development and continued improvement of III communications in relation to agreed objectives.

**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.