



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: CPEC Senior Communications Officer

Department/Division: Care Policy and Evaluation Centre
Accountable to: CPEC Centre Manager

Job Summary

The Care Policy and Evaluation Centre (CPEC) is an internationally recognised research centre based at the LSE. Directed by Dr Jose-Luis Fernandez, CPEC carries out high-quality research particularly in the areas of long-term care and mental health economics and policy. We place significant emphasis on impact from our research to support improvements in social and health care, and thereby improve lives.

We are seeking to recruit a dynamic and highly motivated individual to lead on internal and external communications for the Centre.

You will develop and deliver integrated communication activities to share knowledge and awareness of the Centre's internationally-leading research and support its impact on policy and practice.

The postholder will work with the Centre Manager and CPEC researchers.

Duties and Responsibilities

You will work with CPEC researchers to enhance the Centre's research impact.

The role will include operationalising the Centre's communications/knowledge exchange strategy, public events and promotion of the Centre's research to external and internal audiences.

Strategy

- Oversee the Centre's communications/knowledge exchange strategy and delivery to maximise impact and the Centre's reputation and presence.
- Create and implement processes for communicating CPEC' research and to identify and monitor research impact.
- Advise the Centre Manager and Director on internal and external messaging and lead on the development, implementation and review of communications initiatives.
- Support coordination of projects and initiatives on knowledge exchange and impact arising from them.
- Consider and devise new mechanisms for publishing Centre research and knowledge exchange activities both internally and externally in conjunction with relevant LSE services.



- Build relationships with internal and external colleagues and networks to share best practice about communications and impact.

Communications and outreach

- Manage external communication and promote Centre research activities and findings to external audiences, including:
 - identifying activities and outputs which are likely to attract interest
 - developing communication campaigns and relevant outputs
 - overseeing social media channels
 - developing and managing content and circulation of a CPEC newsletter
 - identifying opportunities, and writing content for, promotion of CPEC activities/research on external sites (such as organisational blogs or newsletters)
 - working with external consultants as needed to support specific knowledge exchange activities.
- Develop and implement the Centre's brand identity (including visual identity) and be responsible for its implementation across all channels of communication.
- Contribute to the development of external relationships and collaborations with research users, funders and other stakeholders to optimise our research impact activities.
- Develop and manage communications and related activities for the International Long-term Care Policy Network (ILPN) hosted by CPEC.
- Develop and manage communications and related processes and activities for the Journal of Long-term Care hosted by CPEC and ILPN.
- Work with LSE services, such as Media Relations, to coordinate and enhance Centre-level activities.

Online presence and media

- Manage the Centre's online presence, including writing and editing content for the CPEC website, and linked social media accounts (such as Twitter), including developing plans to engage and grow audiences for these.
- Support CPEC researchers to utilise opportunities to share messages through blogs and other social media.
- Identify CPEC activities and outputs which are likely to attract media interest and develop communications around these.
- Develop and independently maintain strong relationships with PR, press and media contacts, and actively generate media interest in the Centre.
- Draft press and online new pieces focusing on specific research findings/activities from CPEC awards, working closely with relevant LSE services to coordinate activities.
- Collect, analyse and circulate twitter and blog statistics, and other Almetrics, to support endeavours to increase outputs by CPEC staff in these areas.
- Monitor and record press or policy mentions of CPEC research, logging these and identifying publicity possibilities.



Events

- Lead on a coordinated programme of public-facing Centre-level and project-specific events and support professional services colleagues to deliver events, integrated with other School activities.
- Support the development of content of external-facing events for both academic and non-academic audiences, including facilitation activities at such events.

Support reporting activities

- Support the production of an annual report of impact and key achievements for CPEC, as well as keeping track of impact metrics.
- Contribute to the drafting of briefings for CPEC.
- Identify and draft impact case studies from CPEC research.

Other

- Be an active ambassador for research communications and impact.
- Support training activities on communications, knowledge exchange and impact, as well as provide training directly for CPEC staff.
- Advise CPEC colleagues on compliance with CPEC and funder identity guidelines.
- Support other communications activities within CPEC, as required, and carry out tasks and activities related to the position as requested by the Centre Manager.

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](#)



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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.