



## 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 Coordinator

**Department/Division:** Middle East Centre  
**Accountable to:** Communications Manager

### Job Summary

The Communications Coordinator plays a key role in delivering high quality outputs and extensive reach of the Centre's research activities, primarily through publications and social media. The post-holder will work closely with the Communications Manager and colleagues throughout the Middle East Centre and LSE.

### Duties and Responsibilities

#### Publications

- Manage publication process for MEC research papers.
- Design MEC publications, including typesetting, images and artwork.
- Liaise with authors, editors, proofreaders and printers.
- Manage peer review of papers.
- Edit and proofread papers.
- Manage production and printing of publications.
- Ensure effective dissemination and impact of MEC publications.
- Commission, edit and design submissions to the MEC blog.
- Contribute to the production of the MEC Annual Report and other Centre publications.
- Assist Communications Manager to develop the Centre's publications strategy and guidelines.

#### Social Media

- In coordination with colleagues, develop a social media strategy to promote MEC research activities.
- Proactively run MEC social media channels, providing regular, compelling updates and campaigns (currently on Twitter, Instagram and Facebook).
- Manage content and release of MEC email newsletters.
- Create engaging graphics and images to boost engagement on social media channels.
- Produce and edit video content and other visual materials.
- Monitor and follow activities of other social media users.
- Explore and exploit other opportunities for the MEC to successfully communicate through digital media by keeping abreast of latest developments.
- Support Arabic Content Editor in delivering Arabic language content.



### Website

- Write, edit and upload high-quality written content for the MEC website.
- Coordinate with Arabic Content Editor to ensure all content is aligned and up to date.
- Provide quality control for online communications, checking text and images for blog and website.
- Regularly update and maintain the website with new information.
- Monitor, evaluate and benchmark the impact of digital communications.

### Communications

- Assist in all aspects of the MEC's communications and outreach activities.
- Assist with media liaison.
- Identify Middle East-related research activity at LSE and connect this to the Centre.
- Maintain strong working relations with other research centres and service departments at LSE including: Press Office, Web Services, External Relations, Conferences and Events.
- Engage with the Middle East studies students' community at LSE and encourage them to take part in Centre activities.
- Actively participate and engage with other communications professionals around the School through attending meetings and taking part in working groups
- Identify and develop connections with external organisations in the UK and the region including: government, media, publishers, businesses, NGOs, diplomatic community, other academic institutions, parliament, think tanks, Middle East associations in the UK.

### 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.