

# 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:** Editor, Latin America at LSE Blog

**Department:** Latin America and Caribbean Centre    **Accountable to:** Centre Manager

## Job Summary

The blog editor will be responsible for the commissioning, editing, publishing, and digital promotion of relevant, high-quality content for the LSE Latin America and Caribbean blog. The postholder will also engage in and advise on wider communications work that can stimulate interest in the Centre's activities both externally and internally in order to boost the impact of our research and cement our place as a leading hub for LAC-focused research.

## Duties and Responsibilities

- Commission, edit, and publish (in WordPress) articles that showcase LSE research relevant to audiences interested in Latin America and the Caribbean (in areas of the social sciences like international relations, human rights, climate change, economics, financial markets, risk and regulation, security, gender, international drugs policy reform, and inequalities).
- Commission, edit, and publish articles from outside the LSE, written by high-profile academics, doctoral candidates engaged in innovative research, and other experts, officials, or politicians with significant expertise and experience.
- Plan and organise a regular supply of timely and relevant posts.
- Commission, manage, and verify translations between English, Spanish, and Portuguese.
- Select, manipulate, and manage suitable imagery from public domain, Creative Commons, or stock sources (with proper consideration of copyright) in order to maintain a consistent and appropriate aesthetic across the blog, the Centre website, and social media channels.
- Promote blog content and Centre activities via a range of social media platforms (Twitter, Facebook, Instagram, LinkedIn), using scheduling to create a consistent presence and discreet targeting of interested parties to increase diffusion.
- Create attractive and appropriate content for general audiences that will help to stimulate interest in the Centre's activities, as well as providing advice to researchers on how to translate their research into more impact-friendly formats (such as blogs, videos, social media outputs, and infographics).
- Engage with followers and readers, other LSE divisions, and relevant external organisations to bolster LACC's position as an important hub in the digital landscape of research on Latin America and the Caribbean (via WordPress comments, Tweetdeck, Buffer, and platform-specific interfaces).
- Create and maintain pages on the LACC website via the content management system Contensis, providing advice and training on its capabilities where necessary.

- Produce and distribute the Blog Roundup (via Mailchimp) and highlight appropriate content to colleagues for other Centre newsletters.
- Liaise with LSE colleagues and outside partners to provide members of the LACC research community with valuable opportunities to promote their work and boost their profile both internally and externally.
- Network with contributors, readers, and other key stakeholders via email and in person, including by attending relevant events both at LSE and externally.
- Contribute to Centre discussions about prospective events, initiatives, and strategies, particularly with regards the provision of effective comms support.
- Implement appropriate processes and procedures to promote efficient use of comms assets across different platforms and media.
- Monitor and feed into the work of colleagues in areas of overlapping interest and expertise.
- Collect and analyse data on uptake of blog, web, and social media content (via Google Analytics and platform-specific insight functions), identifying areas for improvement and recording successes for the purposes of future reporting.
- Maintain links with other LSE blogs and colleagues, sharing information and advice via relevant Teams channels and helping to promote the work and achieve the aims of the wider School.