



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

Ref no.:

Department/Division: Firoz Lalji Institute for Africa **Accountable to:** Communications Manager

Job Summary

The Firoz Lalji Institute for Africa (FLIA) focuses on engagement with Africa through cutting-edge research, teaching, and public events, strengthening LSE's long-term commitment to placing Africa at the heart of understandings and debates on global issues. Under the supervision of the Communications Manager, the postholder will be responsible for supporting day-to-day communications, events and digital engagement across the FLIA and its research programme, the Centre for Public Authority and International Development (CPAID).

CPAID produces high-quality research and evidence that can help to generate informed and successful international development policies and programming in Africa.

As part of a dynamic team, the postholder will contribute to enhancing internal and external communications and facilitate the Institute's engagement with relevant audiences through established channels, such as the web, social media, direct mailing, newsletters, and events. The postholder will be encouraged to break new ground in internal and external communications, research dissemination and digital engagement, including the creative use of editorial, graphic, video and audio content.

The post holder's main responsibilities are:

- To support the coordination and delivery of the institute's successful events programme
- To help source and produce content for digital channels and platforms
- To support the centre's long-term communications strategies, as well as day-to-day tasks
- To build relationships with internal and external stakeholders through dedicated communication and outreach initiatives

The suitable candidate will have significant experience and technical abilities to fulfil these responsibilities across a wide range of online and offline channels. The postholder will also have previous experience of working to deliver public and closed events and of managing a varied workload, including experience overseeing junior staff members. As an accomplished writer, the candidate will possess excellent organisational skills, a responsive and flexible attitude and strong attention to detail. The postholder will also be a self-starter and have the ability to work on their own initiative and enjoy working as part of a team. An interest in or knowledge of issues pertaining to the African continent is essential.



Duties and Responsibilities

Communication

To support the implementation of an integrated communications and engagement strategy for the FLIA:

- Helping to build the Institute's brand among internal and external audiences as a leading hub for research excellence, thought leadership, real-world impact and policy engagement
- Assisting in the creation and promotion of research findings, news stories and high-profile public events via a range of digital channels, including the FLIA website, social media, newsletters, direct mail and the Africa at LSE blog
- Ensuring all public facing content meets quality, brand and house style guidelines

To support the delivery of the FLIA events programme:

- Liaising with internal teams and co-ordinating speakers to develop, organise and deliver engaging events to maximise public outreach and attendance
- Contributing creatively to the programme's themes, speakers and direction and coordinating calendars in line with other Institute activities
- Assist in the creation of publicity materials and ensuring practical arrangements are in place, such as webinar logistics and in-person coordination with internal stakeholders

To show excellent written communication skills:

- Writing compelling and high-quality copy, with the ability to adapt style and format for a range of different audiences and digital platforms
- Assisting in the development of engaging stories about the Institute, and ensure these are edited, proofread, fact-checked and communicated effectively to relevant audiences
- Creatively communicating complex theories to diverse audiences, making academic content accessible and relaying its importance
- Conveying a range of strategic brand messages 'big picture' to the detailed stories

To assist in the creation of engaging content for the FLIA website, newsletters and social media channels:

- Helping to drive engagement with the Institute's research and activities among the press, business leaders, civil society actors, NGOs, policymakers, students and alumni in line with communication objectives
- Ensuring websites are kept up-to-date with compelling content according to house style
- Using social media to drive engagement and grow audiences for its public events programme and audiences interested in current debates on Africa
- Developing and scheduling newsletters to promote key events, news, research and media activities to audiences directly
- Creating graphic, photo and video content and sourcing relevant assets



Liaison and networking

- To be a key contributor to the Institute's reputation within LSE and effectively collaborate on the delivery of campaigns and events through mutually beneficial relationships with colleagues at all levels, including academic staff, students and the LSE Communications Division
- To develop and independently maintain strong relationships with key stakeholders (internal and external) to support the development of ideas and actively source content for communication activities
- To help maintain an awareness of key projects and events related to Africa across LSE and trends across the UK

Teamwork and motivation

- To work collaboratively and effectively towards shared goals with other members of the Institute, as well as other professional services and academic staff across the School
- To lead by example and form positive working relationships with professional service staff and academic colleagues, gaining buy-in and support for communications and public events activities
- To assist in the delivery of communications and public events activities for key stakeholders, including senior faculty and professional services staff, students, alumni, media contacts and other external partners where required

Service delivery

- To work closely with staff, student and alumni colleagues, external organisations and partners to ensure a consistently high standard in the delivery of communications and public events, supporting staff in their own communications activities related to the Institute
- To provide support to professional services colleagues during busy periods, covering during absence and lending skills where appropriate. Some work outside of normal working hours is required to support the delivery of events (with time taken in lieu)

Planning and organising resources

- To help planning and coordinating a schedule of regular, high-quality content for the Institute's newsletters, webpages and social media
- To help maintain and co-ordinate the Institute's calendar of public and closed events in line with communication and events strategies
- To assist with the production and dissemination of publicity, publications, brochures, reports and other digital and paper-based promotional materials

Initiative and problem solving

- To apply data analytics, written reports and recommendations to the development of the Institute's communications and events strategy, developing new ideas and projects based on market awareness and understandings of emerging technologies where appropriate
- Taking independent decisions proactively with minimal supervision to resolve unforeseen issues



and responding under pressure, or ensuring involvement of senior staff where appropriate

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.