



## 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: Head of Communications**

**Department/Division: International Growth Centre    Accountable to: Development and Communications Director**

### Job Summary:

The International Growth Centre works with policymakers in developing countries to promote inclusive and sustainable growth through pathbreaking research. We are a global research centre with a network of world-leading researchers, country teams across Africa, South Asia, and the Middle East, and a set of global policy initiatives. The IGC works closely with partner governments to generate high quality research and policy advice on key growth challenges, focusing on four themes: state effectiveness, firms, cities and energy. IGC has in-country teams in Bangladesh, Ethiopia, Ghana, Jordan, Mozambique, Pakistan, Rwanda, Sierra Leone, Uganda, and Zambia and remote engagements in a broader set of countries. Based at LSE and in partnership with the University of Oxford, IGC is majority funded by the UK Foreign, Commonwealth and Development Office (FCDO).

The Head of Communications will play a crucial leadership role in setting IGC's communications strategy, promoting IGC's ideas and the use of evidence in policy decision-making at global and national levels. The post holder will manage a team of seven and operate with a high degree of autonomy and independence of decision making. They will work with researchers and policy initiatives to identify research findings and promote these through IGC events, publications, web, international media and social media presence. The post holder will work alongside country leadership teams, enabling them to develop and implement local communications plans to promote research findings and will oversee Ideas for India - IGC's dedicated web presence in India.



## Key tasks/responsibilities:

### IGC Communications

- To take overall responsibility for setting **IGC's communication strategy** to support the achievement of IGC's ambitious research and policy impact agenda.
- To formulate and deliver a strategic **communications plan** that reflects IGC's priorities, working closely with IGC initiative and country teams to ensure that key findings, ideas and evidence from IGC research are widely communicated to policymakers and other stakeholders.
- To build **IGC brand and reputation** in public forums and with key stakeholders,
- To be responsible for IGC's communications channels including **IGC website, IGC blog and social media** presence, ensuring IGC channels designed and structured for high levels of engagement, and has up to date research findings.
- To deliver a series of high impact **IGC events**, including the annual Environment Week and selected country based events, To give specialist support and advice to country and thematic initiative teams on a wider set of IGC events – in person, on-line and hybrid.
- To be responsible for a series of **synthesis publications** that reflect IGC priorities.
- To develop and deliver and **media engagement strategy** to secure coverage of IGC research in key global and local media outlets.
- To provide management oversight on **Ideas for India**, IGC's dedicated blog site in India, and liaising with the Ideas for India Editor in Chief.
- To manage **external communications agencies**, including web design, publications and design.
- To **analyse findings** from multiple research projects, identifying key ideas and drawing out relevant policy implications and presenting evidence in a clear and understandable way through IGC's different channels.
- To champion a **culture of innovation, creativity and best practice**, combined with evaluating the effectiveness of communications activity.
- To build relationships with and collaborate with **IGC partners** including LSE Communications, academic institutions, local partners, international organisations, and IGC funders (FCDO and others) to promote IGC's research and policy impact.
- To build **strong relationships** with IGC policy initiatives, IGC country teams and senior researchers to identify communication needs and opportunities. Provide specialist communications advice on presenting research results to a non-academic audience, including how to present findings in a non-technical, accessible way, how to pitch research results to leading media outlets and how to target global influencing.
- When required, to provide communications advice and support in the preparation of **IGC funding bids** including responsibility for all communications content, working closely with the Development and Communications Director.

### Management

- To lead, build and motivate a **Communications team** consisting of Events and Stakeholder Engagement Manager, Economics Editor, Senior Communications Officer, Senior Communications and Events officer, Senior Events Officer, Ideas for India Managing Editor, and short-term contracted staff (as necessary) covering recruitment, objective setting, performance management, and talent development, ensuring strong performance from the roles.
- To manage the **Communications budget**, including developing an annual budget, managing workplans and monitoring actual spend versus budget.

### General

- To build and maintain up to date knowledge of **IGC's research and development** issues.



- To ensure all IGC content and events are appropriately **branded**, including templates and style guides.

**Note**

The LSE has a progressive pay structure that rewards you with annual pay increases up to a certain level as you develop in your role. We also provide for further reward past this point in the form of further pay increases based on exceptional performance.

**Flexibility**

To deliver services effectively, a degree of flexibility is needed. The post holder may be required to perform tasks not specifically referred to above. The role requires work outside normal office hours at times and overseas travel.

**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.