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: Content Creator (International Strategy and Academic Partnerships)

Department/Division: International Strategy and Academic Partnerships (ISAP) | Philanthropy and Global Engagement Division (PAGE)
Accountable to: Manager (Reputation, Engagement & Partnerships), International Strategy & Academic Partnerships

Job Summary

The London School of Economics and Political Science (LSE) is one of the world's leading institutions for the study of the social sciences. With 20 Nobel Prize winners, 37 past or present heads of state and ranking 56th in the world (QS 2026), LSE is a truly international university at the forefront of global policy debate.

The International Strategy and Academic Partnerships team (ISAP), an integral part of the Philanthropy and Global Engagement (PAGE) Division, leads on developing partnerships with universities, networks, and alliances in support of the School's International Strategy.

This is a new, two-year fixed-term post, and an exciting opportunity to contribute to LSE's marketing and engagement activities and the enhancement of LSE's global reputation. The role will require collaborative working with colleagues around the School and global partners.

The primary aim of this role is to promote LSE's global academic partnerships and their far-reaching impact, from pioneering collaborative research with leading institutions to transformative international mobility opportunities for LSE students. Through compelling content, the postholder will elevate the visibility and reputation of LSE's international partnership engagement across diverse audiences, helping strengthen existing relationships and support the formation of new ones.

The Content Creator (International Strategy and Academic Partnerships) will be responsible for creating and updating content for online (website, social media and advertising) and offline channels (brochures, reports and factsheets). The postholder will work on content for both internal and external communications.

Duties and Responsibilities

- Develop and implement a Communications Plan to promote the impact of LSE's global academic partnerships (including research, mobility and double degree) across a wide variety of disciplines and with clear KPIs
- Source stories and develop and deliver high quality content to promote LSE's wide range of global partnership activity (academic events, high profile partner visits, academic research collaboration,

global mobility programmes etc), including visual material for both internal and external communications channels such as infographics, short film clips and photography

- Produce high-quality copy for web, social media, newsletters and print-based materials ensuring all text content is written and edited to the highest standards and complies with LSE and PAGE's 'tone of voice', style guide and inclusivity guidelines
- Build relationships with communications peers in global partner universities to identify stories and opportunities to showcase the collaboration and its impact
- Collaborate with academic departments and the Executive Office to ensure timely, relevant and effective content is created
- Collaborate with LSE's central Communications Division Team, the PAGE Communications Team and social media managers across the School, to co-create content for placement on social media channels
- Work closely with the Communications Division to develop an approach to co-create content to share across each institution's channels and with their networks
- Ensure concepts and creative are consistent with the PAGE and School brand and in line with LSE's International Strategy
- Manage projects from conception to delivery, managing multiple deadlines
- Review web, social media and newsletter analytics to understand audience engagement and make recommendations for improvement, alongside competitor and sector analyses
- Demonstrate a robust working knowledge of how to reach and engage audiences through engaging content and how to use insight to drive performance improvements
- Work with the Communications Division to showcase the best of our content on the School's YouTube channel, ensuring we have a clear playlist strategy
- Attend global partnership events organised by the International Strategy and Academic Partnerships team to provide general support to the team as well as capture content for future promotion. Occasional evening work may be required

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.

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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.