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: Events, Marketing & Communications Manager – Schools Programme

Department/Division: LSE Generate, Research and Innovation
Accountable to: Business Development Manager – Schools Programme

Job Summary

The Events, Marketing & Communications Manager plays a pivotal role in amplifying the visibility, reach, and impact of the LSE Generate Schools Programme. Reporting to the Business Development Manager, the postholder will manage all communications, digital engagement, and event delivery to support programme growth, stakeholder engagement, and fundraising goals.

They will work closely with schools, donors, and internal partners to deliver high-quality, inclusive, and impactful campaigns and events that reflect LSE Generate's mission: empowering young people globally to connect entrepreneurship with social purpose.

This post combines creativity with operational excellence - ideal for someone who thrives in a fast-paced, purpose-driven environment and can balance big-picture brand storytelling with hands-on delivery.

Duties and Responsibilities

1. **Events Planning and Delivery**

- Design, plan, and execute all Schools Programme events, including school workshops, demo days, festivals, international programmes, and summits.
- Develop event formats that enhance learning, creativity, and cross-sector collaboration.
- Manage event logistics, supplier relationships, budgets, and timelines.
- Work with the Business Development Manager to ensure partner and sponsor objectives are met at all events.
- Oversee event documentation, photography, and post-event impact reporting.

2. **Marketing and Communications**

- Lead the development and delivery of the Schools Programme's marketing and communications plan in line with Generate's overall brand.
- Produce compelling content for web, social media, newsletters, and reports that communicates programme impact and opportunities.
- Maintain consistent, high-quality visual identity and tone of voice across all outputs.
- Manage media relations, press releases, and storytelling opportunities to enhance visibility.

- Collaborate with LSE Communications, marketing and Design teams to align campaigns with institutional standards.

3. Digital Engagement and Campaigns

- Grow online visibility of the Schools Programme across key digital platforms (LinkedIn, Instagram, TikTok, YouTube, etc.).
- Manage website updates, event registration systems, and online learning environments.
- Oversee digital campaigns for school recruitment, donor engagement, and event promotion.
- Monitor analytics to track audience engagement, diversity, and growth.

4. Partnership and Stakeholder Support

- Support the Business Development Manager with donor stewardship, including the creation of reports, decks, and case studies.
- Liaise with school leaders, teachers, and mentors to coordinate communications and logistics for events and workshops.
- Prepare materials and briefings for senior leadership and external meetings.
- Help develop marketing collateral and proposals for sponsors, supporters, and funding partners.

5. Monitoring and Evaluation

- Collect, analyse, and report on key communications and event metrics (attendance, reach, engagement, impact).
- Maintain gender- and geography-disaggregated participation data for funder reporting.
- Produce visual dashboards and infographics summarising impact across the programme.
- Support publication of annual reviews, newsletters, and case studies that demonstrate value and outcomes.

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.