



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 Producer (education innovation)

Department/Division: Eden Centre for
Education Enhancement

Accountable to: Senior Learning Technologist

Job Summary

This post will work as part of the Eden Centre for Education Enhancement team to develop and execute compelling content strategies that showcase educational innovations and best practice across LSE. The role focuses on creating and managing a regular feed of accessible, engaging content that enable academics to learn from each other's approaches to teaching, learning, assessment, and curriculum development, with a particular focus on generative AI in education. Content will be produced in multiple formats— including case studies and how-to guides —for both internal knowledge-sharing and external visibility across multiple channels.

Working within the School's education and student experience strategic priorities, the postholder will advise on effective approaches for capturing and sharing practice, build relationships with academic departments, and contribute to the School's communications and engagement strategy. The role requires professional-level multimedia production skills combined with the ability to translate complex educational practices into engaging accessible narratives and usable resources. Experience of using media practices to grow participation and support the development of strong and vibrant online communities would also be desirable.

Duties and Responsibilities

Key Tasks:

Content Production and Storytelling

- Design, produce, and edit high-quality video, audio, and multimedia content that captures and communicates innovative teaching and learning practices across LSE.
- Create diverse content including video case studies, interviews, podcast episodes, vlogs, and interactive digital content, for sharing across multiple channels.
- Undertake all aspects of production including recording / shooting, lighting, editing, post-production, and publishing across multiple platforms.
- Develop compelling narratives that make complex educational practices accessible and engaging for academic audiences.
- Produce regular content to maintain an ongoing dialogue about teaching innovation and encourage practice sharing and experimentation.
- Manage content publication across multiple platforms including websites, VLE, social media, and



video hosting services.

- Work closely with LSE's Education and Student Experience (ESE) team to inform and utilise School-level channels of engagement and communication.

Academic Engagement and Practice Identification

- Proactively identify and curate innovative teaching practices worthy of documentation and sharing, aligning with LSE and Eden Centre strategic priorities.
- Build and maintain effective relationships with academics across departments to identify emerging innovations and facilitate content development.
- Engage with academics to share their practice, providing guidance on appropriate formats and approaches.
- Keep abreast of relevant projects or initiatives to document educational innovation as these develop.

Strategic Contribution and Service Development

- Advise the Eden Centre on best practices for capturing and sharing educational innovation, proposing new content formats, channels, and approaches.
- Maintain up-to-date knowledge of trends in digital storytelling, and higher education practice-sharing approaches.
- Monitor and evaluate the impact and reach of produced content, using insights to inform future content strategies.

Liaison, Coordination and Technical Excellence

- Liaise effectively with the Communications Division on channels, branding, and institutional visibility.
- Coordinate with academics on content schedules and production requirements.
- Maintain technical knowledge of filming, editing and publishing platforms.
- Ensure all content meets LSE standards for accessibility, copyright compliance, branding and equality, diversity and inclusion.
- Maintain organized documentation, asset management, and content archives.

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](#)



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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.

Free Speech

[The Code of Practice on Free Speech](#) outlines the responsibilities of LSE to protect and promote freedom of speech and academic freedom within the law for students, faculty, staff, and visiting speakers. It applies to all activities on LSE premises and those conducted in the name of the School or LSE Students' Union at any location. The Code confirms that LSE does not take formal positions on political or international issues but provides a platform for critical debate within the law, taking account of the various legislative requirements and the context provided by policies and procedures. Procedures are set out in the Code on how events must be arranged and conducted.