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: Alumni Communications Executive (Departments)

Department/Division: PAGE **Accountable to:** Communications Manager

Job Summary

In November 2021 the London School of Economics and Political Science (LSE) launched the public phase of Shaping the World, a major philanthropy and engagement Campaign. It is helping to deliver a new strategic direction that will preserve and build on LSE's status as a world leading social science university, educating brilliant minds and creating knowledge that can transform global societies for global impact. After reaching our initial goal in 2024, we extended our Campaign goal to £750 million and 300,000 volunteering hours, with renewed ambitions for addressing and impacting critical global challenges.

LSE's Philanthropy and Global Engagement Division (PAGE) serves, engages and cultivates a reciprocal relationship with alumni and friends, staff and students, volunteers, donors, global partners and organisations, and the wider community to increase engagement, philanthropic income and strategic partnerships for agreed School priorities.

The Alumni and Supporter Engagement function in PAGE delivers an engaging programme of services, resources, events, communications, donor relations, giving and volunteering opportunities for alumni, donors and other friends. Within this, the Communications team coordinates, plans and delivers a range of strategically planned communications across various digital platforms (eg website, social media and email) that support the School's philanthropy and engagement with our alumni and supporters.

To enhance our LSE-wide engagement with our 240,000 strong global alumni community, we have augmented our existing alumni engagement team within PAGE to support tailored activity with and through the School's academic departments. Our new Alumni Communications Executive role is key to the success of this collaborative work.

Sat within the Communications Team in PAGE, the post holder will have matrixed accountability to the Head of Alumni Partnerships (Departments) and play a vital role within PAGE and across LSE, supporting academic departments with strategic and creative communications for their alumni. This role will work across departments, coordinating a calendar of communications and providing expert guidance on content creation. Their work will vary from department to department depending on the communications needs and existing provision of each department. Examples of work include supporting departments in sharing alumni-focused content, newsletters and event invitations, and developing alumni profiles for use on social media and departmental websites. The postholder will ensure consistent messaging, foster alumni engagement, and contribute to the School's broader communications and engagement goals.

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Duties and Responsibilities

Content planning and delivery:

- Develop and maintain a central calendar of alumni communications activities and campaigns across academic departments.
- Collaborate and partner with departments to support the creation of alumni content, including alumni profiles, interviews and features, providing strategic input where needed for departments with emerging alumni communications functions.
- Provide key fundraising messaging for departments, including around legacy giving and scholarships, to maximise opportunities and ensure consistency of approach.
- Contribute to regular reporting on departmental communications activity and impact.
- Coordinate with PAGE and departmental colleagues to ensure timely and strategic delivery of communications content.
- Collaborate with PAGE and departmental leadership to align communications with institutional priorities and campaigns.

Analysis and evaluation:

- Contribute to regular reporting on departmental communications activity and impact.
- Work with Alumni Data Executive (Departments) to draw data insights to inform communications planning and audience targeting.
- Adapt communications planning and support based on insights into departmental engagement levels and audience responsiveness.

Internal liaison:

- Liaise with colleagues in academic departments, PAGE and the Departmental Alumni Engagement team to coordinate alumni messaging and initiatives.
- Work with PAGE Communications team to ensure a joined-up approach to communications and sequence newsletters and email communications appropriately.
- Contribute to the overarching goals of the Departmental Alumni Engagement team, including matrixed working into the Head of Alumni Partnerships (Departments).

Content support:

- Train departmental colleagues in the use of alumni email systems (currently Anthology).
- Provide guidance and hands-on support to departments in producing newsletters, event invitations, and other alumni email communications as required.
- Edit and proofread content to ensure clarity, consistency and alignment with LSE's tone and style.
- Act as a communications adviser to departments, offering best practice guidance and templates as required and tailoring support based on departmental capacity and experience.
- Approve and send departmental email communications to alumni audiences within agreed timeframes.

General:

- Demonstrate a high-level of discretion in dealing with confidential information.
- Show commitment to high levels of Alumni Engagement and excellent service delivery.
- Take responsibility for personal professional development.
- As an active member of PAGE, some working outside of core hours may be required (e.g., at engagement events).

Flexibility
To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the demands 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 postholder 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.