



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: LSE Press Communications Coordinator

Department/Division: Library

Accountable to: Scholarly Communications Officer

Job Summary

The LSE Press Communications Coordinator is based in the LSE Press Team, which is part of Research Support Services in LSE Library. LSE Press is the School's open access publishing platform, which has a mission to support the promotion of high-quality social science research and enable wide public access using open, digital publication methods. We publish books and journals and encourage and facilitate innovative and experimental publications.

The post holder will work closely with the LSE Press team and the Editor-in-Chief to promote and raise awareness of the Press and its publications. The post holder will create and implement communications strategies based on appropriate messaging and channels. Primary areas of this work will be the Press social media accounts, blog and running events to launch books and journals. The post holder will also work to ensure LSE Press content is appearing on relevant third-party platforms and distribution services. The post holder will join the Press at the start of a period of expansion of our publishing output and an exciting time for LSE Press.

Duties and Responsibilities

Knowledge and Experience

- Develop a long-term communications plan for LSE Press, identifying channels and opportunities to build awareness and visibility both within LSE and externally.
- Develop communications plans for individual LSE Press outputs (books, journal articles/issues, calls for proposals), working closely with the LSE Press team, other communications teams within LSE, editors, authors and other institutions as appropriate.
- Work with the LSE Press team to set benchmarks or targets for publications.
- Manage and run the LSE Press social media accounts via Hootsuite, using a consistent "voice" to build the brand and network for the Press.
- Work with LSE departments and/or LSE events teams to organise and promote book launch events. Some evening work may be required
- Experience in writing for academic communications.

Service Delivery

- Make effective use of a wide variety of techniques and channels, such as social media, the Press website, newsletters, mailing lists, events, book reviews, targeted advertising, launch events, etc as appropriate.



- Co-ordinate updates and/or feeds of LSE Press content to third party distributors, e.g., Directory of Open Access Journals, OAPEN. Monitor third party platforms to ensure content is arriving and appearing as it should.
- Update the LSE Press and journals websites as required.
- Source, edit and manage suitable images (with proper consideration of copyright) for use on Press websites and blog posts

Communication

- Regularly update the LSE Press team with metrics and analytics reports for LSE Press publications.
- Provide support and guidance to Houghton St Press (student press) editors on promoting student journals and content.
- Write and/or edit accessible and engaging communications material for LSE Press, including press releases, blogposts, blurbs, social media posts, author interviews etc, in a way that makes complex academic ideas accessible for non-specialist audiences.
- Ensure communications materials adhere to LSE branding guidelines.
- Manage the delivery of communications plans and provide regular analytics updates on the success of LSE Press content and campaigns using a variety of tools such as Google Analytics
- Report on communications strategies and progress to LSE Press team for use at Editorial Board and Library Management Team (LMT) meetings.

Teamwork and motivation

- Work collaboratively with the LSE Press team to meet goals and benchmarks for LSE Press publications
- Work with colleagues across LSE on campaigns, events and keeping up to date
- Assist colleagues in the LSE Press team with book production during busy periods as required

Liaison and Networking

- Liaising with central communications and marketing staff to ensure LSE standards in best practice and process are being met. Attending ongoing training and networking events with the LSE Comms Division to maintain up-to-date knowledge of policies and standards.
- Liaising with third party distributors, indexing and discoverability services to ensure LSE Press content is present and correct, and to explore new platforms for LSE Press content
- Liaise with LSE blogs team to coordinate content, re-blogging and keep up to date with platform and service developments.
- Liaise with Ubiquity Press (Press platform supplier) as required to ensure function of LSE Press and journal websites.

Planning and Organisation

- Plan and prioritise a workload that will vary throughout the year depending on the publication schedule.
- Oversee an overall communications strategy that aligns with the Press publications schedule.

Initiative and Problem Solving

- Analyse metrics and analytics to assess performance of LSE Press publications. Use this information to recommend and/or make decisions on future strategy
- Respond proactively to resolve unforeseen issues, such as social media feedback and engagement, and refer upwards when appropriate.

Decision making



- Make independent decisions on social media content and understand when to raise topics or responses with colleagues
- Make recommendations for use of different social media tools or channels as appropriate for each publication.

General Responsibilities

- To take an active part in special projects and work within the Research Support Team, Digital Scholarship and Innovation Group, and across the Library, as required
- Undertaking other duties in support of the work of the Library, as may be required by the Library Director from time to time

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.