



## 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: Research and Blog Impact Officer, LSE Communications Division**

**Department: Communications Division**

**Accountable to: Social Media Manager**

### Job Summary:

The Communications Division at LSE is seeking a Research and Blog Impact Officer to lead on the collection of quantitative bibliometric data on the impact of LSE's influential public-facing politics and social science blogs.

In line with current literature on the subject, we hypothesize that blog posts and associated social media activity help to boost the citation and download rates of the journal articles on which the blog posts are based. The Research and Blog Impact Officer will be responsible for collecting the relevant bibliometric data on the journal article citation and download numbers using tools such as Google Scholar and Altmetric Explorer, and drawing a conclusion about the results. The Research and Blog Impact Officer will write up the results as part of a summary report to be presented to senior colleagues around the School and shared through the blogs.

The key tasks for the Research Officer will be:

- Collecting quantitative bibliometric data on the effect that a sample of LSE blog posts have on the citation rates of the academic journal articles on which they are based, by using Altmetric Explorer, Google Scholar, and similar software.
- Writing up the results into a short summary report to be shared at a launch event in late spring 2017 and distributed through social media

### Duties/Responsibilities

#### Analysis and research

- Collecting and interpreting quantitative bibliometric data from journal articles and blog posts about citation and download rates
- Drawing conclusions from the data and working with the team to write up a summary report.

#### Communication

- Communicating the findings and regular updates verbally to other team members at team meetings each fortnight



- Explaining to colleagues who work in LSE Blogs and social media the trends and relationships between blogging about research and citation rates, based on data you will collect and analyse
- Leading on creating a written summary of findings
- Assisting with explaining the findings and describing the project at a small event at LSE in spring 2017, through presenting the findings at the event

#### **Liaison Networking**

- Organise and attend meetings with LSE Blog editors to identify the sample of blog posts and journal articles from which to gather data.
- Organise and attend meetings with LSE Library to understand which citation software and other tools they recommend, and learning about other resources available.

#### **Decision making**

- Drawing up recommendations for LSE about how it supports blogging by academics.

#### **Planning and organising**

- Planning a monthly work schedule for data collection and analysis with the social media manager, including setting priorities
- Working to deadlines set out in the work schedule

#### **Knowledge and experience**

- Using Google Scholar, Altmetrics, and similar citation tracking programmes.

#### **Equality and Diversity**

LSE believes that equality for all is a basic human right. We actively encourage diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

#### **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.