



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: Communications and Events Officer **Ref no.:**

Department/Division: Firoz Lalji Centre for Africa **Accountable to:** Communications Manager

Job Summary

Under the supervision of the Communications Manager, the postholder will be responsible for day-to-day communications, digital engagement and events programming across the Firoz Lalji Centre for Africa (FLCA) and its research centre, the Centre for Public Authority and International Development (CPAID).

As part of a dynamic team, the postholder will create and enhance internal and external communications with relevant audiences through digital channels and events. With a background in planning and delivering strategies, the suitable candidate will be a strong writer with proven technical abilities in content creation and social media, including a familiarity with CMS and direct-marketing tools. Committed to research dissemination and furthering debate on crucial global issues, the postholder will also have significant experience in delivering public events and workshops while managing a varied workload to deadline.

The candidate will also possess strong attention to detail, display a creative approach to communication practices and demonstrate excellent organisational skills with a responsive and flexible attitude. A self-starter, the successful candidate will be able to work independently, demonstrate initiative and enjoy working as part of a team. A strong interest in issues pertaining to the African continent and international development will be beneficial in this role.

The postholder's main responsibilities are:

- To coordinate and deliver the centre's successful events programme
- To source and produce content for digital channels and platforms
- To support the centre's long-term communications strategies, as well as day-to-day tasks
- To communicate successfully the centre's output and monitor the effectiveness of various online and offline channels

This is an exciting opportunity for an enthusiastic and experienced communications and events professional to join a busy and friendly team, interact with our motivated students and make a genuine contribution to the ongoing development and success of a growing centre.



Duties and Responsibilities

Communication

To support the FLCA and CPAID in implementing an integrated communications and engagement strategy:

- Building the centres' brand among internal and external audiences as leading hubs for research excellence, thought leadership, real-world impact and policy engagement
- Promoting research findings, news stories and high profile public events via a range of digital channels including the FLCA website, social media, newsletters and the Africa at LSE blog
- Collaborating with professional service staff and researchers to deliver targeted campaigns
- Liaising with external stakeholders and responding to media requests when required
- Ensuring all public facing content meets brand and style guidelines

To deliver the FLCA events programme:

- Liaising with internal teams and co-ordinating speakers to plan, organise and deliver engaging programmes to maximise public outreach and attendance
- Contributing creatively to the programme's themes, speakers and direction and coordinating calendars in line with other centre activities
- Creating publicity materials and ensuring practical arrangements are in place, such as post-event dinners and receptions

To exhibit exceptional written communication skills:

- Writing compelling and high-quality copy, with the ability to adapt style and format for a range of different audiences and digital platforms
- Taking an editorial approach to identify, commission and develop engaging stories about the centres, and ensure these are edited, proofed, fact-checked and communicated effectively to relevant audiences
- Creatively communicating complex theories to diverse audiences, making academic content accessible and relaying its importance
- Conveying a range of strategic brand messages, ranging from 'big picture' to the highly detailed

To create engaging content for the centres' website, newsletters and social media channels:

- Driving engagement with the centres' research and activities among the press, business leaders, civil society actors, NGOs and policymakers in line with communication objectives
- Ensuring websites are kept up-to-date with compelling content according to design standards
- Using social media to drive engagement with the public events programme and grow online communities interested in current debates on Africa
- Overseeing and planning newsletters to promote our key events, news and media activities directly to our audience
- Producing and editing videos/audio and sourcing relevant imagery

Liaison and networking

To be a key contributor to the centres' reputation within the School and effectively collaborate on the delivery of campaigns and events through mutually beneficial relationships with colleagues at all levels, including academic staff, students and LSE Communications Division.

To develop and independently maintain strong relationships with centre stakeholders (internal and external) to produce ideas and actively source content for communication activities.

To maintain an awareness of key projects and events related to Africa across LSE and the UK.



Teamwork and motivation

To work collaboratively and effectively towards shared goals with other members of the centres, as well as other professional services and academic staff from across the School.

To lead by example and form positive working relationships with professional service and academic colleagues and utilise these to gain buy-in and support for communications and public events activities.

To proactively manage the participation of key internal and external stakeholders in delivering communications and public events activities within tight deadlines, including senior faculty and professional services staff, students, alumni, media contacts and other external partners where required.

Service delivery

To take responsibility for recording centre projects and ensuring colleagues receive relevant, timely and accurate updates and information via internal communication channels.

To work closely with staff, student and alumni colleagues, external agencies and partners to ensure a consistently high standard in the delivery of communications and public events, and supporting staff in their own communications activities related to the centres.

To provide support to professional services colleagues during busy periods, covering during absence and generally lending skills where appropriate.

Some work outside of normal working hours is required to support the delivery of events (with time taken in lieu).

Planning and organising resources

To plan, commission and coordinate a schedule of regular, high-quality content for the centres' newsletters, web and social media, using insights from internal communications activities to promote the centres' brand, media relations and public profile.

To maintain and co-ordinate the centres' calendar of public and closed events in line with the centres' communication and events strategies, including designing and budgeting, liaising with speakers, facilitating smooth delivery, promoting and maximising attendance, managing guests and press and providing logistical support on the day.

To assist with the production and dissemination of publicity, publications, brochures, reports and other digital and paper-based promotional materials.

To undertake regular monitoring and analytics of internal and external communications, and use insights to propose relevant adjustments or developments to strategies.

Initiative and problem solving

To apply data analytics, written reports and recommendations to the development of the centres' communications and events strategy, developing new ideas and projects based on market awareness and understandings of emerging technologies where appropriate.

To take responsibility for newsletters and the public events programme, taking independent decisions proactively with minimal supervision to resolve unforeseen or sensitive issues or ensuring involvement of senior staff when appropriate.

**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.