



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Communications and Events Officer

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

Competency	Criteria	E/D
Knowledge and Experience	Experience of working in a communications or marketing role	E
	Experience in planning and facilitating public and/or internal events	E
	Experience of producing and evaluating website content and structure, including use of content management systems and analytics tools	E
	Knowledge and experience in copywriting for online platforms	E
	Knowledge and experience in creating content for social media and analysing performance metrics	E
	Knowledge of African development issues and debates	E
	Experience of video production and editing visual content, including the use of Adobe Photoshop and InDesign (or similar)	D
	Experience of carrying out search engine optimisation	D
	Experience of event photography and editing photos for print and online	D
	Educated to at least degree level, preferably in the social sciences	E
Communication	Excellent written communication skills, with the ability to convey complex information and academic ideas to a range of audiences on different platforms	E
	Excellent oral communications skills, including the ability to discuss complex ideas with academics	E
	Excellent editing and proof-reading skills and high attention to detail	E
Liaison and networking	The ability to liaise effectively and build positive working	E



	<p>relationships with people at all levels, including academics and students, both within and outside LSE</p> <p>The confidence and professionalism to represent the FLCA as an ambassador to external and internal stakeholders</p>	E
Teamwork and motivation	The ability to work collaboratively and effectively with others to meet shared goals under limited supervision	E
	The ability to work independently and with initiative and to manage own deadlines, while maintaining supportive working relationships with others	E
Service delivery	The ability to provide a high standard of service, acting with tact and diplomacy where necessary under pressure	E
	The ability to communicate and present accurate information	E
Planning and organising resources	Excellent planning and organisational skills with the ability to manage a busy and varied workload and to prioritise effectively	E
	Experience of utilising varied tools and platforms for measuring the impact of initiatives and audience engagement	D
Initiative and problem solving	The ability to think innovatively and respond flexibly to competing demands within established deadlines	E
	Proven experience of researching new outlets and influencers for driving initiatives to external audiences	D
	An innovative approach to workloads and procedures, with the ability to make recommendations to improve current strategies	D

E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.