



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: Editor, LSE Impact Blog

Department/Division: Communications Division **Accountable to:** Social Media Manager

Job Summary

The LSE Impact Blog (<http://blogs.lse.ac.uk/impactofsocialsciences>) is an award-winning, highly popular blog aimed at academics, researchers, and HE professionals. It publishes regular blog posts on scholarly communications, research evaluation, maximising the impact of academic research. Reaching an audience of over 100,000 unique visitors a month, the blog is widely recognised as a world leader in new forms of academic communication.

The post of Editor is suitable for a motivated and enthusiastic individual with experience working with academic writing and a keen interest in the social sciences and academic impact. The individual must be interested in debates around the future of academic communication, measuring academic impact, research policy, social media, non-traditional academic outputs, and knowledge exchange and public engagement.

The Editor will be responsible for all aspects of the day to day running of the blog. The role involves commissioning blog posts from a wide range of internal and external contributors; editing copy and giving feedback to contributors in a constructive and positive manner; maintaining a regular flow of a minimum of three blog posts per week; publishing contributions using WordPress; and utilising social media to disseminate posts and boost engagement.

Duties and Responsibilities

The key tasks for the Editor will be:

- Plan, organise and maintain a regular supply of blog posts for the LSE Impact Blog (minimum of three per week) from academics and higher education professionals, using social media, other blogs and publications, and new developments in higher education to inform what is commissioned.
- Follow a style guide and edit blog posts accordingly to ensure the writing is of a high quality, accessible to a wide audience, and evidence-based where appropriate.
- Communicate sensitively with contributors about any improvements or concerns with their submitted blog posts, liaising with the LSE Impact Blog's Advisory Board in any difficult or sensitive cases.
- Handle technical aspects of the blog including publishing content through WordPress, approving comments, updating the look and feel of the blog where appropriate, managing subscriber



options, and using plug-ins.

- Utilise Google Analytics and report on the impact and reach of the blog to the Social Media Manager and senior stakeholders around the School.
- Harness social media to disseminate blog posts widely and create discussion and debate around the ideas developed on the site (e.g. Facebook, Twitter, Pinterest, Instagram, etc.). The person appointed will be expected to keep up to date with the development of current social media channels.

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 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.