



## 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: Senior Communications and Events Officer**

**Department/Division: International Growth Centre    Accountable to: Head of Communications**

### Job Summary:

The International Growth Centre (IGC) works with policymakers in developing countries to promote inclusive and sustainable growth through pathbreaking research. The IGC is a global research centre with a network of world-leading researchers and a set of country teams across Africa, South Asia, and the Middle East. Based at LSE and in partnership with the University of Oxford, the IGC is majority funded by the UK Foreign, Commonwealth and Development Office (FCDO).

The IGC Senior Communications and Events Officer will work with IGC colleagues to implement the IGC's communication with key external audiences, including both in-country and globally, and support the organisation of IGC events. This includes disseminating IGC research through digital channels; keeping the website up to date; and planning and delivering events.

### Key tasks/responsibilities:

#### External dissemination of IGC content to target audiences

- Develop integrated dissemination plans for IGC communications campaigns and individual IGC outputs (publications, films, etc), working closely with other comms team members and relevant IGC teams.
- Manage the delivery of these dissemination plans, including where appropriate website management, social media promotion, email marketing, and press liaison.
- Provide regularly analytic updates on the success of IGC content and campaigns using a variety of tools such as Google Analytics.

#### Manage content for IGC's social media and website

- Content management of the IGC's online presence, including for the IGC website and social media accounts (Twitter, Facebook, YouTube, and LinkedIn).
- Liaison with the IGC's software and web suppliers on requests for on-going maintenance issues as well as specific projects where necessary.
- Coordinate and write the IGC internal and external email campaigns and design any bespoke newsletters where necessary, using Mailchimp.
- Support the promotion of IGC partner sites, such as VoxDev, Ideas for India, and other future sites.
- Where needed, design graphic and content for social media closely following IGC branding guidelines, and liaise with IGC freelancers as necessary.



### **Event organisation and communication**

- Assist in the logistics of IGC events (designing and printing event materials, organisation and livestreaming of Zoom webinars, act as a key point person for in-person events in London).
- Contribute to planning and delivering IGC webinars, hybrid, and in-person events, working closely with the Events and Stakeholder Engagement Manager and relevant teams.
- Organise the communications activities for events including press releases, liaison with journalists, photography, social media, and branded materials.
- Capture event metrics and data and contribute to post-event evaluation forms and reports.

### **Liaison with Hub and in-country staff**

- Act as a point of contact for Hub and in-country staff for their communications and events requirements (updating and designing publications, updating country webpages, drafting press releases, advising on webinars and in-person event planning) as required.
- Assist in the communications and media training of IGC Country Economists, including training country economists (editing the IGC website, using branded templates, managing social media accounts) and offering on-going support with local media engagement.

### **Manage communications workstreams on IGC's management information system SPEAR**

- Monitor incoming project outputs and ensure outputs (working papers, policy briefs, project summaries) are edited, designed, and uploaded on the IGC website in a timely manner, using existing branded templates.
- Liaise with programme coordinators to ensure outputs are provided by researchers in the correct format and correctly labelled for publication.
- Ensure information on the website link and status of publication for project outputs is accurate and up to date.
- Act as main liaison with SPEAR team on all issues related to IGC communications.

### **Support IGC's media engagement**

- Draft press statements and quotes – often by condensing large and complex amounts of information.
- Take responsibility for media monitoring and manage the recording of press coverage, including contracting and managing our media monitoring supplier.

### **Note**

The LSE has a progressive pay structure that rewards you with annual pay increases up to a certain level as you develop in your role. We also provide for further reward past this point in the form of further pay increases based on exceptional performance.

### **Flexibility**

To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above.

### **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.