



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

Department/Division: Department of Methodology
Accountable to: Department and Research Operations Manager

Job Summary

- To act as first point of contact and take the lead on internal and external departmental focused communications ensuring that key messages are disseminated effectively to a range of audiences, including: -
 - Developing, implementing, maintaining and updating the department's new Communications strategy
 - Managing external and internal communications for the department
 - Developing the department's brand identity and external web presence via social media, the website and departmental blog
 - Working with faculty to promote the department's activities to a wide range of audiences
- Effectively managing, coordinating, attending and publicising the department's events programme including research seminars, staff events, conferences and public events.
- Work with the Department and Research Operations Manager and key academic staff to increase the visibility of the Department of Methodology in research and academic engagement.

Duties and Responsibilities

Communications

- To develop and implement the department's communications objectives, amplifying the reach of its research and academic output.
- To raise the profile of the department through engaging and impactful content ideas, e.g. research features, blogs, submissions to LSE-wide newsletters, social channels and initiatives. Explore the possibility of new outreach channels such as podcasts and videos.
- To produce high-quality and engaging written content, proofreading and fact-checking all content, as well as commissioning contributions from staff and PhD students.
- To independently plan, commission and coordinate a schedule of regular, high-quality content for the department's fortnightly staff newsletters, sourcing content from internal stakeholders and develop an events newsletter for non-department audiences.
- To take responsibility for departmental communications and acting as the first point of contact for all communications queries.
- To work alongside the LSE Communications Division and attending LSE-wide meetings and events to support departmental communications.



Website:

- To improve and manage the department's website and public-facing social media channels, ensuring the site is fully optimised for search engine performance, accessibility and consistency.
- To plan and develop a website roadmap, ensuring a coherent and intuitive website structure attractive to users, managing quality control of any content added, and keeping the website up to date at all times. Ensuring compliance with UK law and LSE regulations, e.g. copyright and GDPR and accessibility and usability of pages.
- To oversee monitoring of communications and web engagement through surveys, analytics and other forms of impact and develop opportunities for innovation and improvement.
- To update web assets as appropriate with LSE's Communications Identity branding
- To maintain the CMS in an orderly and user-friendly way, ensuring clarity in the naming and organisation of files and assets.

Marketing:

- Working with the Department and Research Operations Manager to increase the visibility and impact of departmental research activities, projects and awards.
- Oversee the production and editing of communications materials (e.g. research booklets) and any external-facing documentation (e.g. School-level papers) to ensure consistency and a defined departmental identity and have final oversight of materials (e.g. PhD and MSc handbooks) to ensure clarity and consistency in tone of voice.
- Produce a communications schedule that promotes the department's Seminar Series, Methods Short Courses, and other events, as well as research publications and other activities.
- Coordinate the development and implementation of the Brand Identity and Profile project in accordance with the department's action plan objectives.
- Coordinate, along with the Department and Research Operations Manager and the Department Manager, the development and implementation of a departmental communications strategy.
- Identify new opportunities and contacts for research activities and events promotion, including research into subject-related organisations and institutions, establishing contacts and building new relations.

Social Media:

- To improve and manage the department's social media channels, including X, Instagram and YouTube by producing and posting regular high-quality content.
- Take the initiative to boost the departmental profile and expand its network and audience by utilising its social media platforms.
- To actively keep up to date with the latest developments in social media platforms exploring new ways to engage our audience,
- To utilise social media analytics to keep track and increase the engagement and number of followers of the department accounts.

Events:

- To coordinate, promote and deliver the department's Seminar Series.
- To actively promote the department's Methods Short Courses.
- To coordinate, promote and deliver all departmental staff events.
- To develop, coordinate and deliver a public event series with a focus on the values and research interests of the department and in relation to EDI key dates.
- To coordinate logistics for events, i.e. booking rooms, catering and AV equipment, tracking tickets and invitations made to guests, liaising with speakers and chairs, hiring stewards, organising post-event receptions.
- To compile, edit and upload post-event content including audio and/or video.



- To create publicity materials and oversee the logistics, budgeting, execution and follow up of department-level events.
- To provide advice to faculty members considering or planning for an event and to support ad-hoc departmental-level events ensuring all event logistics are in place.
- To communicate with speakers and dealing with press and guests enquiries.
- To provide timely and high-quality delivery of departmental public events, which may require some work outside the normal working hours.

General:

- To attend and contribute to, where relevant, department and School meetings as required.
- To contribute actively and positively to the effectiveness of the Professional Services team and to the department's objectives.
- To work closely with the current department administration and Academic team to ensure a high standard of service is delivered to all stakeholders.
- To organise and take responsibility for own workload.
- To proactively contribute to and support the implementation of best practice developments.
- To liaise with departments and divisions across the School in relation to developing and implementing a range of activities, e.g., the Communications Division, the Research and Innovation Division and the LSE Blogs.
- To proactively approach the role and use own initiative to evaluate working practices and procedures where appropriate.
- To provide an efficient, helpful, accurate and effective information service to staff, fostering a collegial atmosphere between departmental colleagues at all levels and in all staff groups.
- To respect the confidentiality of sensitive information, recognising where a problem should be referred elsewhere.
- To undertake any other tasks required by the Department and Research Operations Manager or Department Manager.

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](#)



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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.