



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: Programme Officer for the Programme for African Leadership

Department/Division: Firoz Lalji Institute for Africa **Accountable to:** PfAL Programme Manager

Job Summary

The Programme for African Leadership (PfAL) aims to bring together bright and ambitious African post-graduate students at LSE, to support their development into value-driven and effective leaders through a structured set of activities and events, and to create an alumni network whose members are committed to having a direct and positive impact on the lives in African communities.

The PfAL Programme Officer will support the PfAL Programme Manager in co-ordinating all of the programme's wide range of operational and developmental activities, with a focus on communications, administrative duties and pastoral care. The PfAL Programme Officer will have both strong administrative and community organising experience. A key aspect of this role will involve cultivating positive relationships with stakeholders such as students, alumni, donors and faculty, ensuring a high quality of service at all times.

Since 2016, and subsequently every two years, the PfAL Forum will be held in Africa with over 100 attendees (incl. alumni, sponsors, partners, speakers and high-profile friends of the programme). As deputy event lead for the 4-day Forum, the post holder will take responsibility for managing all operational aspects.

The post holder will also be part of the core staff of the growing Firoz Lalji Institute for Africa (FLIA), and as such will be expected to contribute to new and ongoing initiatives as they develop. The Institute promotes independent academic research and teaching; open and issue-oriented debate; and evidence-based policy making across LSE. FLIA accomplishes this by connecting different social science disciplines and by working in partnership with Africa bringing African voices to the global debate.

Duties and Responsibilities

Communication

1. Implementing an integrated communications and engagement strategy for the Programme, including:
 - Cultivating a collaborative and engaging Programme environment with targeted communications.
 - Promoting Programme activities and achievements via a range of social media channels, including Twitter, Facebook and LinkedIn.



2. Exhibiting exceptional communication skills including:
 - Writing compelling and effective copy, with the ability to adapt style and format for a range of different audiences and digital platforms.
 - Maintaining and running PfAL's communication channels with the aim of engaging PfAL Alumni and encouraging participation in the PfAL Alumni Network.
 - Taking an editorial approach to identify and develop engaging stories and insights about the Programme, and ensure these are communicated effectively to relevant audiences.
 - Identifying and recording alumni and key Programme themes in the news via media monitoring.

3. Creating effective and engaging content for the Programme's digital channels and publications:
 - Beginner/Intermediate knowledge of photo and video editing software, as well as CMS experience.
 - Producing, maintaining and updating student and alumni databases.
 - Producing, editing and proofing regular PfAL alumni newsletters and communications, liaising with network members to capture and share their stories and achievements.

4. Managing the Programme's website and printed communication, including:
 - Ensuring webpages are kept up-to-date with compelling content, user friendly and accessible.
 - Ensuring that all content adheres to LSE and centre house style and is of a high editorial quality throughout.
 - Ensuring consistency of PfAL branding and messaging across all platforms.
 - Ensuring compliance with UK law and LSE regulations, e.g. copyright and GDPR.

5. Undertaking independent data collection (through Google Analytics, for example) for the evaluation of communications campaigns and announcements, proactively developing improvements to metrics and feedback systems, and producing reports as and when required, in order to inform and influence the Programmes' communications strategy.

Teamwork and Motivation

6. Working collaboratively and effectively toward shared goals with other members of the Centre's team, as well as other professional services and academic staff from across the School.

7. Leading by example and forming positive working relationships with PfAL students and alumni, professional service and academic colleagues, and utilise these to gain buy-in and support for the programme.

8. Proactively managing the participation of key internal and external stakeholders in delivering Programme activities within tight deadlines, including senior faculty and professional services staff (incl. Student Services Centre, Registry, LSE Conferences and Library), students, alumni, media contacts, current and potential funders and other external partners where required.

Liaison and Networking

9. Being a contributor to the Programme's good reputation within the School, and enable effective collaboration on the delivery of PfAL activities, by developing mutually beneficial relationships with a range of colleagues at all levels.



10. Developing and independently maintaining strong relationships with a range of centre stakeholders (internal and external), and to actively source content and ideas for communication activities.
11. Initiating and cultivating productive relationships with programme alumni and develop a personal network of contacts across African companies, civil society organisations and governments that can assist in the programme's ongoing development.
12. Developing strong working relationships with programme donors, senior LSE Philanthropy and Global Engagement (PAGE) colleagues and the Director of the Africa Institute to ensure keen understanding of LSE's wider strategic goals for Africa so that synergies and development opportunities are recognised and acted upon.

Service Delivery

13. Taking responsibility for ensuring students, colleagues and the public receive relevant, timely and accurate updates and information.
14. Working closely with staff, student and alumni colleagues, external agencies and partners to ensure a consistently high standard of service in the delivery of Programme communications and activities, including providing logistical support on all aspects of events and assisting the Programme Manager with all administrative and operational processes.
15. Contributing to the successful operation of FLIA events and activities as required, including working on ad-hoc projects or communications-related activity, also covering during absence and generally lending skills where appropriate.
16. Some work outside of normal working hours and occasional international travel may be required to support the delivery of events.

Planning and Organising Resources

17. Independently designing, planning and project managing the production of core programme publications e.g. Programme Brochures, Class Handbook, Class Yearbook, Project Brief and Guidelines, etc.
18. Trackkick, inputting and monitoring PfAL budgets and expenditures as well as learn to use internal LSE finance systems.
19. Developing and implementing an alumni engagement plan to motivate and engage alumni to support ongoing Programme activities and their fellow members.
20. Assisting with the planning, management and coordination of all event logistics, budgets and operations linked to PfAL activities including but not limited to workshops, social events, panel discussions, student projects and the biennial PfAL Forum.
21. Maintaining a resource bank of all PfAL-related media – images, videos, publications, etc.
22. Being responsible for recruiting and managing temporary staff for PfAL events at LSE.

**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.