



## 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:** Online Events Marketing Manager

**Department/Division:** Communications  
**Accountable to:** Head of Events

### Job Summary

This is a new role dedicated to the development, implementation and promotion of our new global online public lecture programme. You will work with colleagues across LSE to identify opportunities for promotion and maximise resources to raise the profile and position of our renowned public lecture which are accessible to all. and for the coordination of academic led content that we can offer to alumni, students, friends and supporters, and/or disseminate more widely.

### Duties and Responsibilities

#### Communication

- Work with the Head of Events to shape the new online lecture programme
- Act as the key contact with the external provider of the new online public lecture platform ensuring they deliver a high-quality service which provides all audiences (in-person and online) with an exceptional experience
- Develop a marketing approach for the online public lectures to attract and retain new audiences across the world
- Act as a key interface between the events team and academic departments and research centres across the School in the organisation of the online public lecture programme.
- Work with the Senior Communications Manager (Research and Knowledge Exchange) to ensure academic departments and research centres who are hosting hybrid/online public lectures know how to work with the Communications Division to promote those public lectures, and coordinate content that helps disseminate research connected to their events.
- Liaise and work with colleagues in the marketing team on the promotion of the new public lecture online offer with particular focus on audiences outside London and the UK
- Deliver innovative marketing of events with an engaging and response-driven mix of content.
- Ensure consistent style and quality in communications and that all content created is on brand and of the quality expected of LSE

#### Teamwork and Motivation

- Manage and motivate staff, including agency contacts, securing delivery of high-quality work within agreed parameters.
- Manage relationships with colleagues from across the School.
- Contribute to the wider work of the Communications Division.

#### Service Delivery

- Manage the planning and delivery of high impact marketing initiatives to maximise audience reach



and engagement of the programme as a whole and of individual events with specialist audience interest

- Identify the skills and resources to deliver the programmes and manage them to completion on time and within budget.

### **Planning and Organising Resources**

- Create and deliver project work plans: identify resources and assign responsibilities, manage day-to-day operations and work closely with relevant stakeholders to ensure effective implementation
- Be able to revise plans as appropriate to meet changing needs and requirements
- Provide input into short, medium and long term communications planning and scheduling
- Identify stories and events from the Public Lecture Programme, particular in relation to events involving LSE academics that will be of interest, maximising opportunities to engage and involve our audiences.
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### **Initiative and Problem Solving**

- Manage work strategically and respond rapidly to new challenges or opportunities.

### **Analysis and Research**

- Use analytics to report on metrics, providing reports and strategies to expand reach and impact.
- A genuine interest in digital trends and the ability to keep up to speed with developments and applying any learning that will benefit 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.

To work regularly for evening events (around twice a week in term time).

### **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.