



## 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:** Head of Digital

**Department/Division:**  
Communications Division

**Accountable to:**  
Director of Communications and Public Affairs

### Job summary

London School of Economics & Political Science has been investing heavily in its digital presence to significantly improve the communication requirements of its staff, students and visitors, by putting their individual needs at the heart of LSE's digital experience.

We are now looking for a Head of Digital to continue the work of the Digital Team and play a lead role in delivering an audience-informed programme of digital change across LSE.

The successful candidate will play a vital role in shaping digital key digital projects and defining the process of future digital project delivery. In addition, role requires a mix of digital marketing capabilities and a collaborative approach to supporting the development and use of the School's digital channels to drive engaging content and cohesive brand positioning among students, staff and alumni.

This role will pivotal in informing the School's future digital strategy and will be instrumental in applying digital thinking into the way we approach projects to ensure that we are delivering the best and most appropriate solutions for our key stakeholders.

### Duties and Responsibilities

#### Digital delivery

- Overall responsibility for the ongoing development, delivery and continuous improvement of LSE online to ensure the School consistently meets the experiential and functional needs LSE's external and internal audiences
- Continue the work of the Digital team through phased delivery of outstanding objectives relating to brand, content, functional and technological improvement of LSE digital assets



- Work closely with key Division and Departments to help define, scope and implementation of tactical and strategic digital projects, and to play a key role in assessing new digital project initiatives in line with the School's strategic objectives.
- Work closely with the senior members of the Communications Division, professional service and academic departments, and the School's leadership team, to develop and execute digital strategies and maximise the potential of digital across the School
- To consistently challenge and develop LSE's identity online and deliver brand consistency across LSE's digital assets
- Build relationships and effective ways of working with internal teams and stakeholders and take ownership of the digital project management function and project workflows
- Monitor the evolving digital landscape and best practice, identifying and testing new digital opportunities
- Be the public face of LSE digital and help raise the profile of the digital at the School (both internally and externally) through thought leadership, networking and attending events
- Undertake business, budget and priority planning for all digital delivery team's activity in line with the School's strategy and priorities
- Develop and maintain digital KPIs for digital performance, user experience and literacy and report performance to leadership team

#### **Online content**

- Be responsible for the overall content quality and management of lse.ac.uk - ensuring a consistent message/style in line with brand and best-practice guidelines, and that all online content meets web standards and brand guidelines
- To be responsible for digital content creation, and support the digital marketing function of LSE through creative content development and deployment across digital channels
- Own the content governance model and publishing model and propose and devise new digital governance structures and content production workflows
- Create practical tools, guidelines, and training content to ensure the School's publishing community produce consistent, relevant, high-quality and audience-led content
- Develop effective content monitoring strategies and analytics to inform future developments and provide the wider School with valuable knowledge and insights



### **Expertise**

- Experienced in planning and managing both large and small digital projects, often involving multiple delivery teams and/or multi-disciplinary delivery teams.
- Extensive experience of devising and implementing digital strategies.
- Experience of delivering digital transformation projects that span mobile, website development and product/service design using Agile or lean methodologies
- Extensive online design experience and proven knowledge of UX deliverables including; wireframes, prototyping and research methodology.
- Experience of managing UX designers and working within a multi-skilled Digital Team is essential. You will have expert knowledge of creating compelling user experience narratives and be able to communicate these clearly and assertively to stakeholders.
- Experience of designing and delivering quantitative and qualitative research initiatives (depth interviews, online surveys and focus groups) as part of continuous improvement or user experience discovery
- Experience of working on web, mobile, apps, intranet and e-commerce projects
- Expert understanding of latest web technologies and the digital platform environments required to ensure functionality, reliability, data integrity and security
- Content management and production policies and procedures and a strong understanding of content management systems
- Excellent influencing skills and an ability to forge effective working relationships with colleagues across a wide range of disciplines and seniority
- Excellent leadership skills; with the ability to inspire, coach, develop and performance manage others
- Excellent communications, presentation and influencing skills and knowledge of digital communications best practice
- Experience of managing 3rd party digital suppliers including design, UX, research, search, analytics and other specialist resources

### **Skills**

- Strong Project Management methodology/framework experience - including Agile/Scrum and Prince2
- Excellent planning and project management skills including managing scope, project risks, budgets and change
- Strong understanding and experience of analytics, SEO, and digital marketing methods



### **Management and Leadership**

- Subject to funding, the post holder will continuously review and develop the digital delivery capability within the Communications Division
- The post holder will motivate and provide leadership to their team and others within the Communications Division

### **Manage budgets and financial**

- Oversee and manage budgets and funding, ensuring good value for money is achieved and all relevant School financial regulations are met

### **Contribute to divisional management**

- With other managers in the Division contribute and play an active part in the Division undertaking any necessary projects and attending meetings as necessary

### **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.