



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: Employer Engagement Adviser

Department/Division: LSE Careers **Accountable to:** Employer Engagement Manager

Job Summary

The post-holder will be part of the Employer Engagement Team and will act as a relationship manager for UK and international employers wishing to recruit or engage with LSE students and recent alumni. They will be responsible for the design, development, and delivery of employer related events and activities, maximising the range of opportunities provided to students and alumni and proactively seeking new ways to engage employers. The post-holder will contribute to developing long-term partnerships aligned to our employer engagement strategy.

The post holder is expected to proactively develop relationships with existing employer contacts. They will be expected to take a targeted approach to researching the market and establishing relationships with new employer / sectors. The post-holder will engage with employers, Careers Consultants, academic departments, relevant staff, partners, alumni, and other professional bodies, to support the running of various employer events and services as well as the marketing of LSE students/alumni to employers. Employer events and services include the LSE Careers vacancy board, internship programmes, advertising services, careers fairs, skills seminars, networking events, etc.

The post-holder will join a careers team which is actively involved in employer outreach, working with employers at a regional, national, and global level, supporting students' career learning and the development of their professional skills. The team is involved in organising and contributing to activities designed to enhance overall student experience and participating and contributing to professional networks with colleagues from other HE institutions in the UK and internationally.

Duties and Responsibilities

Communication

- Proactively generate, cultivate, and develop relationships with employers, alumni and other partners in the UK and internationally maximising opportunities (e.g. part-time and full-time jobs, internships, consultancy projects and challenges, office visits etc.) for students and recent alumni, this also includes supporting employer outreach for our Work-Based Learning Programme
- Proactively consider ways of engaging students to participate in our employer-led activities and liaise with the Marketing and Communications Officer for ideas and initiatives to support student engagement
- Contribute to reports and prepare and deliver presentations to a range of audiences (employers, providers, students, alumni, staff etc.) on employer engagement, the graduate labour market and sector trends
- Regularly communicate with Careers Consultants providing updates on labour market trends with



a view to informing projects and initiatives being delivered centrally and for designated academic departments

Teamwork and motivation

- Adopt a collaborative, inclusive and agile approach to liaising with other colleagues to share best practice, ensure open communication and consistency of quality in all project areas
- Participate as an active and supportive member of the Employer Engagement team, contributing to the work of the team as a whole and becoming involved in other areas, as necessary
- Participate flexibly and collaboratively with the wider LSE Careers team
- Be an active member of various working groups when required, which includes working with Careers Consultants to develop materials and guidance to support students to make the most of opportunities and to be able to articulate their learning and experience
- With the rest of the Careers Service team, play a full part in the annual planning to produce the annual operating plan and programme of events

Liaison and networking

- Build and nurture an extensive portfolio of new and existing employer relationships in the UK and internationally to maintain LSE Careers high profile as a target institution, to secure opportunities for students and alumni, promote employer services and the Work-Based Learning Programme
- Identify employer leads for targeted outreach and marketing using insights gained from employer enquiries, vacancy posts and graduate labour market research
- Work closely with the Head of Employer Engagement and Careers Consultant team to identify outreach priorities which are in line with student and alumni needs
- Regularly communicate and liaise with employers to better understand their needs and gather useful sector and labour market information to inform our work
- Convert outreach into tangible on campus, in country or virtual opportunities for the LSE student and alumni community
- Managing relationships professional associations (where appropriate), to raise the profile of LSE Careers and our students and graduates
- Work closely with Careers Consultants to support student skills development, and central and academic department careers initiatives

Service delivery

- Working with the Head of Employer Engagement, look to improve / develop new and existing employer events and services which meet the needs and aspirations of LSE students and alumni
- In conjunction with the Head of Employer Engagement develop strategies for the marketing and development of the Employer Engagement service
- Project manage a range of careers fairs, events and services from end to end as well as supporting an internship programme to develop our work-based learning objectives
- Act as a consultant to new and existing employers, advising them of the most appropriate ways to engage with the LSE community and providing guidance on how to use our services including online platforms such as our career systems and virtual events platforms
- Convey information to employers about the services of LSE Careers, the characteristics of the LSE student and alumni body and relevant information with regards to academic departments and programmes, with a constant view to increasing the depth and breadth of opportunities
- Respond appropriately and promptly to requests for information for employers, students and staff
- Ensure that all vacancies, services, event requests and payments are processed promptly
- Be able to develop revenue opportunities whilst at the same time balancing such opportunities with student and alumni needs and aspirations

Analysis and research

- Be aware of current issues, trends and stories relating to graduate recruitment and sectors that



the careers service works with, and relay useful information to colleagues with LSE Careers and across the School

- Proactively research existing and emerging sectors and continue to gain a deeper understanding of the graduate labour market and use that knowledge to develop and enhance our services to employers, students and alumni
- Report and provide feedback on labour market intelligence from employers to academic departments in conjunction with Careers Consultants
- Utilise student engagement, graduate outcomes, careers registration data and labour market intelligence to identify and target employers
- Analyse data to ensure employer engagement activities addresses specific needs relating to the student demographic and agreed objectives
- Use qualitative and quantitative methods to measure the effectiveness of our employer engagement activities and monitor employer engagement and student take-up of initiatives, this might include setting KPIs, tracking engagement, carrying out market research with students, employers and other stakeholders and running focus groups, as necessary
- In conjunction with the Head of Employer Engagement, ensure there are monitoring and evaluation frameworks in place for all employer engagement activities and use the results to inform improvements and longer-term developments
- Ensure timely distribution of reflection and feedback forms and collection of student, alumni and employer case studies and testimonials for marketing purpose
- Research and understand the needs and characteristics of employers, occupational sectors and labour markets with a view to recommending appropriate talent attraction strategies to enable the recruitment of LSE students and alumni

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.