



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: Editor, LSE Impact Blog

Department: Communications Division

Accountable to: Social Media Manager

Job Summary: The LSE Impact Blog (<http://blogs.lse.ac.uk/impactofsocialsciences>) is an award-winning, highly popular blog aimed at academics, researchers, and HE professionals. It publishes regular blog posts on scholarly publishing, research methods, and maximizing the impact of academic research. Reaching an audience of over 80,000 unique visitors a month, the blog is widely recognised as a world leader in new forms of academic communication.

The post of Editor is suitable for a motivated and enthusiastic individual with experience working with academic writing and a keen interest in the social sciences and academic impact. The individual must be interested in debates around the future of academic communication, measuring academic impact, social media and metrics, non-traditional academic outputs, and knowledge exchange.

The Editor will be responsible for all aspects of the day to day running of the blog. The role involves commissioning blog posts from a wide range of internal and external contributors; editing copy and giving feedback to contributors in a constructive and positive manner; maintaining a regular flow of a minimum of 3 blog posts per week; publishing contributions using WordPress; and utilising social media to disseminate posts and boost engagement.

Part of the role will also involve assisting in an exciting side project which aims to help LSE understand the impact of its public-facing blogs. Working with the project's Research Assistant and the Social Media Manager, tasks may include event planning, promotion of the project through social media, and working with colleagues to shape project direction.



Duties/Responsibilities or HERA Competencies

The key tasks for the Editor will be:

- Plan, organise and maintain a regular supply of blog posts for the LSE Impact Blog (minimum of three per week) from academics and higher education professionals, using social media, other blogs and publications, and new developments in higher education to inform what is commissioned.
- Follow a style guide and edit blog posts accordingly to ensure the writing is of a high quality, accessible to a wide audience, and evidence-based where appropriate.
- Communicate sensitively with contributors about any improvements or concerns with their submitted blog posts, liaising with the LSE Impact Blog's Advisory Board in any difficult or sensitive cases.
- Handle technical aspects of the blog including publishing content through WordPress, approving comments, updating the look and feel of the blog where appropriate, managing subscriber options, and using plug-ins.
- Utilise Google Analytics and report on the impact and reach of the blog to the Social Media Manager and senior stakeholders around the School.
- Harness social media to disseminate blog posts widely and create discussion and debate around the ideas developed on the site (e.g. Facebook, Twitter, Pinterest, Instagram, etc.). The person appointed will be expected to keep up to date with the development of current social media channels.
- Work with the Social Media Manager and other colleagues on a forthcoming side project on the impact of LSE Blogs – tasks may include event organisation, promotion, advising on topics such as altmetrics, digital scholarship, and academic impact.
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Note

The LSE has a progressive pay structure that rewards you with annual pay increases up to a certain level as you develop in your role. We also provide for further reward past this point in the form of further pay increases based on exceptional performance.

Equality and Diversity

LSE believes that equality for all is a basic human right. We actively encourage diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Flexibility

To deliver content for the LSE Impact Blog, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above.

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.