



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 post-holder.

Job title: Marketing Project Manager

Department/Division: Communications

Accountable to: Head of Corporate Marketing

Job Summary

Reporting to the Head of Corporate Marketing, the post-holder will manage the development and delivery of marketing projects and corporate publications. Working closely with the rest of the Communications Division, the aim of the role will be to deliver a programme that inspires and engages priority audiences and enhances LSE's profile.

Duties and Responsibilities

Communication

- Deliver innovative marketing projects with an engaging and response-driven mix of content
- Oversee the production of corporate publications including advising on content
- Approach marketing project work creatively and strategically with the aim of building engagement and motivation and raising the profile of LSE
- Translate audience insight into key messaging and engaging content
- Contribute to the sub-editing and proofing of LSE corporate publications
- Assist in developing and maintaining the LSE brand
- 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

- Lead cross-functional teams to deliver strategically-led projects and corporate publication outputs
- Manage and motivate staff, including freelancers and 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 projects, large or small, that maximise audience reach and engagement
- Identify the skills and resources to deliver the programmes and manage them to completion on time and within budget. Allocate appropriate resources including personnel to projects
- Manage multiple, simultaneous project schedules including the corporate publications schedule



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
- Manage and monitor publications budget including obtaining quotes and liaising with suppliers
- Be able to revise plans as appropriate to meet changing needs and requirements
- Provide input into long term communications planning and scheduling
- Identify stories and events from across the School that will be of interest, maximising opportunities to engage and involve our audiences.

Initiative and Problem Solving

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

Analysis and Research

- Monitor and evaluate the impact of our marketing projects and brand communications
- Use analytics to report on campaign 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.

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.