



## Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

**Job title:** Communications and Marketing Manager

**Department/Division:** Law School

**Accountable to:** Head of Events,  
Communications and Creative Projects

Competency	Criteria	E/D
<b>Knowledge and Experience</b>	Educated to degree level or equivalent	E
	Extensive experience of professional and efficient communications at a senior level with a broad range of external audiences, preferably in an academic context	E
	Experience of working collaboratively with colleagues to promote and develop a brand identity	D
	Experience of working in a professional or premium fee university environment	D
	Experience of managing a CRM or contacts management database	D
	Line management experience, or experience of co-ordinating and motivating others	E
	Experience of working in a fast-paced environment with ability to prioritise activity	E
	Exceptional attention to detail in external and internal communications and brand management	E
<b>Communication</b>	Excellent written and oral communications skills	E
	Experience of copywriting and editing for different audiences/media, adapting style and messaging appropriately	E
	Exceptional proofreading skills	E
	Ability to manage social media platforms and implement campaigns across channels to meet audience need	E
	Excellent 'corporate' storytelling skills, with the ability to seek out engaging stories and news, and communicate these effectively	D
	Excellent IT user skills (including MS Office applications) and a facility with learning new software	E



<b>Teamwork and motivation</b>	A proven ability to take the lead in cross-team work to drive communications projects and marketing campaigns	E
	Proven initiative to identify new projects, developing these with colleagues' input and to deliver in agreed timeframes	E
	High degree of personal motivation, including the ability to work independently	E
	The ability to motivate colleagues to achieve agreed outputs	D
	A willingness to assist across the Law School at peak times	E
<b>Planning and organising resources</b>	The ability to develop strategy in a complex organisational environment to identify long-term opportunities and trends	E
	The ability to translate broad strategic aims into actionable, deliverable communications and marketing outputs	D
	The ability to lead on concurrent communications projects from initial concept through to delivery, managing time and budgets	E
<b>Service delivery</b>	A demonstrable commitment to professionalism and to the highest standards in self and others	E
	Creative thinking and proactive problem solving	E
	Evidence of sound judgement in independently selecting communications content	E
<b>Liaison and Networking</b>	The ability to negotiate, influence and persuade a range of academic and professional stakeholders	E
	The ability to engage academic staff to actively participate in communications and marketing projects	D
	A willingness to network within the Law School and across LSE to harness the experience, expertise and resources of others	E
<b>Analysis and Research</b>	Experience of collecting useful data to measure the impact and reach of communications activity	D
	The ability to analyse data, drawing conclusions and identifying improvement actions	E

**E – Essential: requirements without which the job could not be done.**

**D – Desirable: requirements that would enable the candidate to perform the job well.**