



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: Communications and Marketing Manager

Department/Division: Law School

Accountable to: Head of Events,
Communications and Creative Projects

Job Summary

The post-holder is responsible for the external communications of the Law School to its constituent audiences, across the full spectrum of its educational, research and outreach. The post-holder develops and manages an overall marketing and communication strategy to support long-term and ad-hoc projects (both external and internal). The post-holder is responsible for the Law School brand identity, working as a partner to others in the Law School and elsewhere in LSE to ensure usage. The post-holder keeps the Law School external digital content fully up-to-date and of constant interest to new visitors, with particular regard to educational programmes. The post-holder collects and analyses metrics and data, making recommendations for future planning and development.

Duties and Responsibilities

Communications Strategy

- To develop and to manage an external communications strategy for promoting the Law School's portfolio of teaching, events and research activities through digital content
- To develop and gain approval for a prioritised delivery plan to communicate the Law School's activities which identifies resources, budgets, responsibilities and timescales
- Manage expenditure as needed within set departmental or project budgets
- Source and liaise with external suppliers ensuring best value and that work is completed in line with agreed contracts

Brand Management

- Ensure brand consistency across all channels and touchpoints
- Ensuring that content adheres to LSE brand guidelines and is of a high editorial quality throughout to protect and build recognition of the Law School as one of the leading law schools
- Through training, coaching and using a partnership model, to advise others on developing best practice web content
- Use data-driven insights to refine and optimise campaigns for maximum impact
- Proactively manage the brand's online reputation and handling any issues with tact and sensitivity
- Develop and maintain brand guidelines for consistent representation internally and externally
- Conduct market research to understand consumer behaviour, competitor landscape and emerging industry trends

Website Enhancement



- To ensure the website is an impressive and effective “shop window” for the Law School including:
 - Leading on content planning and ongoing review for the Law School’s webpages;
 - Taking initiative to rework existing information to ensure that copy is kept fresh and accurate and that all updates are made in a timely manner;
- To develop engaging new video content for the website, working with external contractors
- To approach marketing project work creatively and strategically, communicating with a range of staff and presenting plans and obtaining buy-in from colleagues
- To devise and implement an SEO strategy

Marketing

- To assist and advise colleagues on social media and e-newsletter platforms, ensuring that priorities and style are aligned with the Law School’s overall strategy and brand image and of the quality expected of LSE
- To design and produce publicity material, newsletters and social media assets for events
- To prepare, produce and distribute all publicity material and collateral; writing, editing, liaising with key staff members and proofing all copy
- To develop and to maintain a network of key stakeholders
- To monitor and evaluate the impact of our marketing projects and brand communications and lead evaluation sessions, helping self and others to understand the impact of their work

Teamwork and Motivation

- To line-manage the Website Development Officer
- To work closely with LSE’s central Student Recruitment and Marketing team to ensure alignment of communications and messaging between central and Law School materials
- To work closely with colleagues in other academic departments of LSE to produce materials collaboratively for joint degree programmes
- To take the lead in the annual LSE prospectus updates process, liaising with the programmes team, academic leadership, and central student recruitment and marketing teams
- To take the lead in organising the Law School sessions of the virtual Graduate Open Days
- To represent the Law School at meetings and events and through internal networks

Printed Communications

- To oversee the production of the annual Ratio publication including:
 - Working closely with the Head of Events, Communications and Creative Projects and with the academic editors to identify content for inclusion; soliciting content from those contributors with appropriate deadlines for an overall agreed production schedule
 - Assisting contributors with style, brand and copy-editing as appropriate
 - Liaising with the LSE Design Unit and external designers as needed
 - Liaising with producers and printers regarding print-runs, and with photographers regarding imagery
 - To manage an overall production budget
 - Proofreading of the final copy
- To contribute to the organisation and delivery of the annual Ratio launch event
- To design and oversee the production of a small range of printed materials to promote the Law School for external audiences

Market Knowledge, Analysis and Research

- To develop a deep knowledge and understanding of the competitive landscape in which the Law School operates (especially in regards to the comparative student and educational experience), and to use that knowledge in designing communications projects
- To undertake regular monitoring and analysis of the impact and reach of communications, social media, and the website; to produce reports and to use insights to propose improvements to integrated marketing and communications outreach strategies



- Gather and analyse student profile and market information (from undergraduate to executive levels) to inform project planning.

Other Duties

- Ensuring compliance with UK law and LSE regulations, e.g. copyright, GDPR and accessibility and usability of pages.
- To manage a busy and varied workload, to prioritise effectively with minimal supervision and to proactively identify audience-driven marketing and communication projects.
- To use different platforms as needed including Google Analytics, Wordpress, social media platforms, project management platforms, social media scheduling tools, Adobe Suite, Google Adwords, Canva, Salesforce and Zoom.

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.