



## 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: Communications and Events Officer**

**Department/Division: SLPD – LSE Faith Centre/RGS**

**Accountable to: Faith Centre Manager**

### Job Summary

LSE Faith Centre/RGS is seeking to recruit a dedicated and professional Communication and Events Officer to assume primary responsibility for communications, digital engagement, and day-to-day running of its public and student-facing events. Candidates should be committed to promoting the centre's work of building religious literacy and interfaith relations within the university and beyond, and to improving the dissemination of academic research on religion in world affairs.

The post holder will manage the Faith Centre/RGS's public-facing communications and digital engagement, including our website, social media channels, and communications strategy. This includes internal communications to LSE students and staff, and external communications to UK and global publics. The post holder will be responsible for planning, coordinating and producing regular high-quality content for Faith Centre/RGS programmes, research and event, alongside other digital or paper-based research or promotional materials. They will take a proactive approach in monitoring the latest web and social media technologies to keep the LSE Faith Centre/RGS's communications relevant and up to date.

The post holder will work with other professional services colleagues to plan, publicise, organise and deliver the Faith Centre/RGS's events and programmes: including public- and student-facing events, and regular student programming. This will include leading on event promotional campaigns, and contributing to the planning and administration of events (liaising with other internal stakeholders as required).

The post holder will maintain and execute our alumni strategy, connecting with our growing community of programme participants around the world. This may involve improving engagement through online platforms, developing mentoring support, and facilitating regional gatherings.

### Duties and Responsibilities

#### Communications Strategy

- Develop and deliver the Faith Centre/RGS's communications strategy.
- Manage all internal and external communications, social media content, media activities, newsletters, and campaigns in line with priorities identified in the communications and events strategy. Act proactively on own initiative to resolve unforeseen issues.
- Identify and implement activities to promote the Faith Centre/RGS and its programmes and events, coordinating all publicity and materials.



- Monitor communications and online engagement through surveys, analytics and other suitable tools. Develop opportunities for innovation and improvement of communications practices and strategy. Contribute to the monitoring and evaluation of the impact of the Faith Centre/RGS's programmes and research.
- Liaising with and consulting LSE's Communications Division as appropriate, ensure LSE standards in best practice and process are being met, as well as LSE brand guidelines. Attend ongoing training and networking events with the LSE Communications Division to maintain up-to-date knowledge of politics and standards. When required, provide concise analysis of best practice surrounding communications, marketing, and branding to Faith Centre/RGS colleagues.

### **Content Creation**

- Independently plan, commission and coordinate a schedule of regular, high-quality content for Faith Centre/RGS programmes, research projects, and strategic or communications priorities including student engagement and campus relations. Seek out stories and commission content from key stakeholders, and act in an editorial capacity to edit and proof content produced by others as appropriate.
- Produce and publicise podcasts, videos and other digital media in connection with programmes, events, and research outputs.
- Lead on producing and disseminating publicity, publications, reports, and other digital- and paper-based promotional or research materials. Where required, coordinate with LSE Design Unit and external suppliers, while actively contributing to the design process through providing ideas and using own judgement to assess quality and appropriateness of designs.

### **Website, Social Media and Communications Tools**

- Manage the Faith Centre/RGS social media presence and accounts, consulting with LSE's Communications Division to ensure alignment with LSE social media best practice and strategy.
- Tailor content to a diverse audience, with a comprehensive understanding of how to strategically use different social media channels (Instagram, TikTok, LinkedIn, Facebook, X) to reach key audiences and raise the profile of the Faith Centre/RGS.
- Develop, manage and edit the Faith Centre/RGS's web presence. This includes planning and developing the website and blog, ensuring a coherent and intuitive website structure, managing quality control of any content added, keeping the website up-to-date, and ensuring compliance with UK law and LSE regulations (e.g. copyright, GDPR, accessibility and usability of pages).
- Develop and manage internal and external communication systems, including CRM platform Mailchimp.

### **Events**

- Organise and promote the department's events. Liaising with the Faith Centre/RGS team, undertake day-to-day responsibility for the planning, administration, coordination and delivery. Lead on event promotion campaigns, and provide on-the-day logistical event management.
- Liaise as appropriate for each event with research staff, academic convenors, LSE Events office, speakers and their team, and other internal and external contacts as necessary over room hire, catering, audio-visual equipment, invitations, hotel room and travel bookings, and other guest enquiries.

Promote the Faith Centre's regular student programming and contribute as required, liaising with the Faith Centre Manager.

- Monitor the effectiveness and impact of events and programmes, and communicate findings back to the Faith Centre Manager and Director, using these findings to improve the quality and impact of events and maximise audiences.

### **Alumni Engagement**



- Manage engagement with alumni from the Faith Centre's programmes.
- Devise initiatives for establishing and sustaining links with alumni from Faith Centre programmes: whether organising events for alumni, or promoting job opportunities in the religion/interfaith sector.

#### **Wider Responsibilities**

- Playing a constructive role in the life of the Faith Centre/RGS team, working collaboratively and effectively towards shared goals.
- Manage a busy and varied workload and prioritise effectively with minimal supervision.
- Respond to any urgent communications or events issues, referring up to the Faith Centre Manager or Director as appropriate.
- Liaise with team members and external contributors to ensure communication outputs are delivered on time and to a high quality

#### **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.