



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: Marketing & Student Experience Administrator

Department/Division: SPP
Accountable to: Student Recruitment Manager

Job Summary

The purpose of this role is to support the marketing and recruitment activities for the SPP full-time degree programmes and to lead on the delivery of SPP-wide student events. The SPP's programmes include the 21-month Master of Public Administration, the 9-month Master of Public Policy, international Double Degree programmes, MPA in Data Science for Public Policy and two executive masters programmes.

The main areas of responsibility for this role are:

- To support the Student Recruitment Manager in delivering the department's marketing and recruitment strategy, including supporting with the management of social media platforms and engagement, web presence, external communications and supporting with information sessions for prospective students and offer holders
- To work with the Programme Manager (MPP & Student Partnerships) to manage SPP-wide student events and activities, ensuring the smooth running of each
- To manage student experience and seek to enhance it wherever possible.

The responsibilities of the post in events and student experience activities work will entail substantial work outside of 'core' working hours, primarily evenings but also some weekends. This out of hours work will be shared with the wider SPP team.

Duties and Responsibilities

Student Experience

- To oversee SPP-wide student events, including Policy in Practice seminars, Dean's Dialogues, study tours and graduation, throughout the academic year and vacation periods, ensuring events are appropriately scheduled, planned and resourced, escalating where necessary to the Programme Manager (MPP & Student Partnerships).
- Support the planning, organisation and delivery of the student Welcome period, attending sessions and leading on SPP-wide sessions.
- To administer the SPP professional skills programme, working with the Programme Manager (MPP & Student Partnership), and the relevant academic staff member to deliver the logistical arrangement for the programme such as room bookings, catering, AV requirements.



- To support Executive programme events where needed, namely Policy in Practice weekends and Welcome
- To lead on the organisation of SPP's graduation activities
- To lead on developing student experience and engagement initiatives within the department, both social and educational, working with the programme team, Programme Directors and Student Recruitment Manager
- To engage with students to represent the department for marketing initiatives
- To contribute to student communications, such as weekly bulletins, welcome messaging and other ad-hoc communications.
- Work with the SPP's student networks to design and manage events and other activities, liaising with SPP colleagues regarding scheduling and budget.
- To support students and faculty on the organisation of ad-hoc student activities where appropriate

Marketing

- To identify opportunities for marketing content in all activities taking place, both student and faculty related across LSE and SPP, working with colleagues to plan and implement steps to capture content.
- To support the Student Recruitment Manager with student profiles, student activity stories and student event coverage for website, newsletters and social media.
- To co-ordinate images from student events for marketing and social media, either via programme team, faculty or student groups, making arrangements for a professional photographer when required.
- Research design suppliers/costs for promotional materials
- To manage webpage updates, including prospectus page updates, SPP offer-holder and other external facing webpages ensuring information is accurate, updating links, and cross-checking partner websites for accuracy.
- To support with researching competitor websites and social media, and maintain benchmarking records

Events and Activities

- To manage the logistical arrangements for all student events and activities that role has responsibility for, including room bookings, catering, AV requirements, setting up online meetings such as Zoom calls.
- To manage event promotion mailouts and sign up to students, offer-holders or staff where appropriate and send follow up communications when needed.
- To format presentation slides in line with LSE brand guidelines, sharing best practice with colleagues
- To help co-ordinate speakers in conjunction with the Programmes Team and the Student Recruitment Manager

Offer holder engagement

- To format marketing and offer holder communications in Benchmark, supporting the Student Recruitment Manager with creation of content
- To send out Programme Director welcome communications to new offer holders each week and update as necessary as the admissions cycle progresses.
- To act as a liaison with the Programmes Team regarding programme related information for offer holders including key dates, information points and preparation work. Work with the Programmes Team to plan and compile programme-focused offer-holder newsletters.
- To research potential content for offer holder communications, identifying opportunities for content throughout the academic cycle
- To support the preparation for online offer holder events and information sessions, attending sessions where needed. Liaising with colleagues, student and alumni speakers to ensure the



smooth running of the event.

Social media

- To support the Student Recruitment Manager with the social media engagement strategy and content plan
- To design social media assets for prospective student and offer holder events, alumni and student profiles and programme promotions
- To monitor social media, LinkedIn and Instagram engagement posts and engage with the online community and posts from students and alumni about SPP activities.
- Promote social media channels to students and wider SPP community via programme communications, documents, presentation slides and external events.
- Identify social media content from student events and activities, working with the programmes Team, Programme Directors and other staff

General

- To proof-read and format communications and other promotional materials, cross-checking information and ensuring accuracy
- To manage and update distribution lists for the different categories of stakeholders, e.g. students, offer-holder, applicants etc
- To assist with logistics for recording of video content, researching venues and supporting speakers
- To work with colleagues on identifying areas for improvement, developing ideas and implementing process improvements.
- To develop relationships with other student engagement and marketing postholders, to share best practice and resources across our Cluster and LSE as appropriate

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.