



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

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: Digital Manager

Department/Division: Communications Division

Accountable to: Head of Digital Communications

Job Summary

The London School of Economics & Political Science (LSE) is committed to providing high-quality digital services for staff, students, and visitors.

Sitting within LSE's central Communications Division, the Digital Communications team manages and maintains the platforms that underpin and support the main LSE website, blogs, and a student-facing application, alongside analytics, search tools, and cookie consent and compliance management systems. The team also establishes best practices to ensure consistent, high-quality use of the platforms and a positive, accessible digital experience for LSE's online audience.

As a Digital Service Manager, you will play a hands-on role in the day-to-day support, administration, and continuous improvement of LSE's online platforms. You will specialise in one or more platforms/services as the go-to expert for their operation and development, including supporting user rollout to website visitors, the LSE editor community, and students, as well as providing direct support and troubleshooting via helpdesk when needed.

In addition to your own platforms, you will share support across other platforms within the team, working collaboratively with colleagues through the helpdesk and internal communication channels.

This includes answering staff and student enquiries, enabling access, advising on content needs, providing technical support, making redirects, troubleshooting website or application issues, CMS administration, configuration and testing of platform changes, integrations and APIs, and general day-to-day administration.

You will also create guidance to guide the internal Digital team on workflows and standard operational routines for the platforms, and work closely with technical suppliers where required to ensure platforms remain reliable, user-friendly, and effective.

The role combines hands-on platform delivery with service management, requiring strong problem-solving skills, attention to detail, and clear communication. You will engage confidently with a range of stakeholders, including colleagues, students, and the LSE editor community, while contributing to platform operations, improvements, and administration, alongside tasks such as troubleshooting, CMS administration, and coordinating with technical suppliers.

Duties and Responsibilities

Digital content and platform support

- Manage day-to-day delivery of digital content and services across LSE's websites and applications, ensuring accessibility, SEO, and brand compliance.
- Oversee content governance processes, including publishing approval, auditing, and operational guidance for teams.
- Maintain digital platforms, services, and tools; provide training and guidance to support operational capability across the School's digital community.
- Coordinate internal and external suppliers to implement service updates and resolve technical issues efficiently.

Project Delivery

- Plan, prioritise, and deliver digital projects within agreed timelines and budgets.
- Track project progress, manage risks, and ensure deliverables meet operational standards.

Support Services

- Support structured service support models, including helpdesk operations, issue triage, resolution tracking, and stakeholder communication.
- Identify areas for operational efficiency, implementing improvements in workflows, content handling, and service delivery.
- Provide input on CMS usage, content structures, analytics, and optimisation.

Operational Support and Process Improvement

- Provide support to students using the School's student application, helping them understand core functionality, navigate features, resolve issues, and gain appropriate access.
- Support staff and content editors in maintaining content on the LSE website and blogs, providing guidance on content management, workflows, and best practices, and troubleshooting platform or content issues as needed.
- Identify opportunities to improve workflows, content handling, and platform processes, implementing practical solutions to enhance efficiency, user experience, and Search Engine Optimisation.
- Provide guidance and hands-on support for platform features, content structures, analytics, and optimisation, including advising users, configuring settings, testing changes, and ensuring content and data meet operational standards.

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.

Free Speech

[The Code of Practice on Free Speech](#) outlines the responsibilities of LSE to protect and promote freedom of speech and academic freedom within the law for students, faculty, staff, and visiting speakers. It applies to all activities on LSE premises and those conducted in the name of the School or LSE Students' Union at any location. The Code confirms that LSE does not take formal positions on political or international

issues but provides a platform for critical debate within the law, taking account of the various legislative requirements and the context provided by policies and procedures. Procedures are set out in the Code on how events must be arranged and conducted.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and inclusive university. All staff are expected to contribute to a working, teaching and research environment in which people are treated with dignity and respect, and to comply with LSE's duties to prevent unlawful discrimination, harassment and victimisation on the grounds protected by the Equality Act 2010. LSE is also committed to advancing equality of opportunity in relation to social and economic background. These expectations do not require staff or applicants to endorse any particular political, philosophical or contested viewpoint, and are subject to LSE's statutory duties and commitment to protect freedom of speech and academic freedom within the law, which includes the right of academic staff to question and test received wisdom, and to put forward unpopular or controversial opinions.

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.