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: European Institute

Accountable to: Head of Engagement and Communications

Job Summary

The Communications and Marketing Manager manages communications activities in the European Institute. They also oversee the EI's marketing and student recruitment activities, and work closely with other members of the Engagement and Communications sub-team to ensure effective communication on behalf of the Institute.

The key responsibilities of the role are: (1) to manage the EI's digital footprint, including website and social media channels; (2) to oversee the EI's marketing and student recruitment activities, including advertising, promotional materials, and applicant/offer holder contact; (3) to manage EI publications, including the Annual Report; (4) to serve as the EI's key contact creator, and to manage staff employed to assist with content creation (e.g. video production).

Duties and Responsibilities

Communications

- To take responsibility for the European Institute's digital engagement and social media plans, and to actively contribute to related strategy and development.
- To write, edit and proofread copy for webpages and social media platforms.
- To maintain an overview of the departmental website, ensuring that content is up-to-date and that updates to individual pages are delegated, as appropriate.
- To take responsibility for the management of all European Institute social media platforms, including developing and scheduling content.
- To lead on setting and updating the annual offer holder communications plan, including liaising with other EI colleagues (as needed) and with central Graduate Admissions to transmit comms via the School's system (Salesforce).
- To assist with the promotion of student, alumni, research, and public events, working closely with other members of the Engagement and Communications sub-team.
- To work with internal and external partners to develop audio-visual digital content for the EI's website, including editing audio recordings and producing podcasts.
- To assist with production of digital newsletters, including the EI Dispatch and Alumni newsletters, and with updating activities on our News webpages.

- To assist the Head of Engagement and Communications with general alumni communications (e.g. emails), as appropriate.
- To design and produce graphics for social media, website and newsletters using Adobe Creative Suite or online graphic design platforms.
- To lead on the production of promotional videos, liaising with videographers and conducting interviews.
- To manage student content creators, or other hourly staff, on the production of communications and marketing materials.
- To oversee the production of the EI's Annual Report, including liaising with academic and PS staff in the drafting and production of content, and with internal/external design unit(s) and reprographics or external printing outlets.
- To remain informed of, and ensure compliance with, the School's legal obligations, including under GDPR, the Equalities Act, and the Freedom of Information Act.

Marketing and student recruitment

- To work closely with the Institute Manager and Head of Engagement and Communications on the EI's marketing and student recruitment strategy.
- To curate and develop content for the EI's social media and website to support our student recruitment activities.
- To monitor the efficacy of current marketing activities, and to contribute to the development of new initiatives.
- To work closely with the School's central Student Recruitment and Marketing team to conduct qualitative and quantitative market research and analysis on competition.
- To remain up-to-date on progress within each admissions cycle (e.g. progress on meeting targets), as an aid to maintaining effective student recruitment and marketing plans.
- To lead on general applicant and offer holder queries, referring programme-specific queries to the relevant programme manager or, as appropriate, to Senior Management.
- To communicate and promote offer holder activities.
- To coordinate the update of the EI's online prospectus pages, liaising with the Programme Managers and Prospectus Team.
- To oversee the production and updates of the EI's marketing brochure(s), including liaising with academic and PS staff in the drafting and production of content, and with internal/external design unit(s) and reprographics or external printing outlets.
- To manage the EI's online student recruitment activities (e.g. Virtual Graduate Open Days and Alumni Q&A panels).
- To assist with budget management, and to ensure that expenses/payments are processed in a timely manner.
- To help staff the EI's Graduation Ceremony, as part of a team rota.

Committees and Meetings

- To be a proactive member of the Engagement, Communications and Marketing ECAM sub-team, assisting colleagues as required.
- To attend the monthly EI PSS Team Meetings, including updating staff on current work (as requested by management), and the weekly PSS Team Catch-Ups.
- To attend and contribute to other EI Committees and meetings, in particular the Departmental Staff Meeting (DSM), bringing items of relevance to the various meetings for discussion.

To deliver services effectively, a degree of flexibility is needed, and the post holder may be required to perform work not specifically referred to above.

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 and energy impacts in the performance of the role and actively contribute to the delivery of the LSE Sustainability Policies.