

**LONDON SCHOOL OF HYGIENE & TROPICAL MEDICINE
PROFESSIONAL SUPPORT SERVICES**

DEPARTMENT OF COMMUNICATIONS & ENGAGEMENT

SOCIAL MEDIA & COMMUNICATIONS COORDINATOR (MATERNITY COVER)

GENERAL INFORMATION



The London School of Hygiene & Tropical Medicine

The London School of Hygiene & Tropical Medicine is a world-leading centre for research and postgraduate education in public and global health. Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

Founded in 1899, the School has expanded in recent years at its two main sites on Keppel Street and Tavistock Place. Our staff, students and alumni work in more than 150 countries in government, academia, international agencies and health services.

Research income has grown to more than £180 million per year from national and international funding sources including UK government and research councils, the European Union, the Wellcome Trust, Gates Foundation and other philanthropic sources. Our diverse research talents, skills and experience, underpin our position as a leader in public and global health. These range from the molecular to the global, the theoretical to the applied, the analytical to the political. Our staff are conducting research in more than 100 countries.

We have 3,000 staff based all around the world with core hubs in London and at the MRC Units in The Gambia and Uganda, which joined LSHTM in February 2018. Our outstanding, diverse and committed staff make an impact where it is most needed - deploying research in real time in response to crises, developing innovative programmes for major health threats, or training the next generations of public and global health leaders and researchers.

Working in partnership is central to achieving our mission. Our strategic collaborations in the UK and across high-, middle- and low-income countries deliver health and socioeconomic benefits across the world, especially in the most disadvantaged communities.

LSHTM is also a member of the M8 Alliance of Academic Health Centers, Universities and National Academies, the Association of Schools of Public Health in the European Region, and the Consortium of Universities for Global Health.

We deliver research-led educational programmes to future health leaders, managers and researchers across the world. We have more than 1,000 face-to-face Master's and Doctoral students, 3,000 studying by distance learning, and 1,000 each year on short courses and continuous professional development. Our free online courses are studied by more than 55,000 participants globally.

LSHTM performs strongly in various global university league tables. In the 2018 Shanghai World Ranking we placed 151-200 overall, and ranked 3rd in public health, 40th in clinical medicine, and 76th in human biology. In the US News Best Global Universities Ranking 2019, we ranked ninth in the UK overall and 13th in the world in the fields of social sciences and public health in the 2019 QS World University Rankings.

In 2017, the inaugural Center for World University Rankings by Subject placed LSHTM first in the world for tropical medicine research, second for parasitology and seventh for infectious diseases, public, environment and occupational health and social sciences and biomedical. LSHTM ranked first in Europe for research impact in sciences, based on its proportion of publications that belong to the top 1% most frequently cited publications, in the 2018 CWT Leiden Ranking.

LSHTM was named University of the Year 2016 by Times Higher Education and awarded a Queen's Anniversary Prize for Higher and Further Education in 2017 in recognition of our response to the 2014 Ebola epidemic in West Africa. (LSHTM does not appear in the Times Higher Education World University Rankings as universities are excluded if they do not teach undergraduates).

We seek to foster and sustain a creative and supportive working environment based upon an ethos of respect and rigorous scientific enquiry. We embrace and value the diversity of our staff and student population and seek to promote equality as an essential element in contribution to improving health worldwide.

LSHTM is one of around 20 specialist institutions that receive institution specific funding from the Office for Students (OfS). This funding recognises the additional costs that LSHTM incurs because of its unique range of teaching, specialist facilities, and the scale of its contributions to national and international agencies.

JOB DESCRIPTION

Job Title: Social Media & Communications Coordinator- Maternity cover	
Department /Division/Unit: Professional Support	
Faculty/Professional Service: Communications & Engagement	
Location: LG19 Keppel Street	
Reports to: Media Manager	
Full Time/Part Time/Casual: FT	Hours <i>(if less than full time):</i>
Grade: 4	
Overall Purpose of the job The Social Media & Communications Coordinator is responsible for leading LSHTM's social media activity in order to enhance its profile and reputation. They also work closely with the Media Manager and Press & Communications Officer to assist in the day-to-day running of LSHTM's busy press office.	
Key Tasks <ul style="list-style-type: none"> • Coordinating, managing and developing LSHTM's presence and community on social media platforms including Twitter, Facebook, Instagram and LinkedIn in a form that is appropriate to those platforms, and that is relevant, appealing and engaging to the target audience. • Researching and producing innovative digital media content (infographics, photos, videos, memes etc) for the institution's main social media channels and taking a leading role in further developing its house style and brand. • Providing guidance and support to staff around LSHTM in relation to using social media. • Responsible for responding to requests for information about LSHTM research or interviews with LSHTM experts from print, broadcast and online media • Support staff in their interactions with the media, while protecting and enhancing LSHTM's reputation • Monitoring global media coverage (print, broadcast and online) and social media, identifying coverage that may affect LSHTM's reputation and advising communications colleagues of potential threats. • Produce reports to highlight and evaluate press office activity, media coverage and social media in a dynamic and engaging style. • Coordinate and supervise media filming on LSHTM premises • Use and maintain specialised administrative systems to log data and produce reports • Complete specialist core administrative and support tasks to ensure an efficient press office service 	

Generic duties and responsibilities of all LSHTM employees

This job description reflects the present requirements of the post but may be altered at any time in the future as duties and responsibilities change and/or develop providing there is full consultation with the post-holder.

The post-holder will carry out any other duties, tasks or responsibilities as reasonably requested by the line manager, Dean of Faculty, Head of Department or Director of Professional Service.

The post holder will be responsible and accountable for ensuring all LSHTM policies, procedures, Regulations and employment legislative requirements are adhered to including equality and diversity and health and safety.

This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual performance review (appraisal) process.

PERSON SPECIFICATION

This form lists the essential and desirable requirements needed by the post holder to be able to perform the job effectively.

Applicants will be shortlisted solely on the extent to which they meet these requirements.

Job Title: Social Media & Communications Coordinator
Department/Division: Communications & Engagement

Competency	Evidence	E/D
<i>Education, Qualifications and Training</i>	<ul style="list-style-type: none"> Higher education to degree level in a relevant subject, or equivalent, or relevant experience 	E
Experience	<ul style="list-style-type: none"> Experience in a press or communications related role Experience of running social media accounts for an organisation, including Twitter, Facebook, Instagram and LinkedIn Experience of working in higher education or health environment 	E E D
Knowledge	<ul style="list-style-type: none"> Practical knowledge of producing and posting digital and social media content (infographics, photos, videos, memes, live streams, Twitter chats etc) Ability to analyse and evaluate traditional and social media coverage using a recognised platform and analytics Excellent proficiency in Windows-based software Good administrative and organisational skills gained in a professional working context Basic understanding of the UK media, specifically relating to health and science media 	E E E E D

