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

<table>
<thead>
<tr>
<th>Job Title: Communications Officer</th>
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<tbody>
<tr>
<td>Department: Global Panel on Agriculture and Food Systems for Nutrition</td>
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<tr>
<td>Faculty: London International Development Centre (LIDC)</td>
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<tr>
<td>Location: 20 Bloomsbury Square, London WC1A 2NS</td>
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<tr>
<td>Reports to: Global Panel Deputy Director</td>
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<tr>
<td>Responsible for: N/A</td>
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<td>Full Time Hours (if less than full time):</td>
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<td>Grade: 5</td>
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**Job Context:**

**London International Development Centre**

LIDC is a consortium of Colleges of the University of London which facilitates interdisciplinary research and training to tackle complex problems in international development. It brings together social and natural scientists from across the University of London’s Bloomsbury Colleges to develop and implement research and training, and helps students in these Colleges to meet and learn about international development. A key recent focus of LIDC has been interdisciplinary and inter-sectoral research on agriculture and health for development. This programme places LIDC at the forefront of research on the effect of agricultural practice and policy on nutrition and health.

**Global Panel on Food Systems and Agriculture for Nutrition**

Launched at the Nutrition for Growth event on 8 June 2013 in London, the Global Panel on Agriculture and Food Systems for Nutrition is an independent group of influential experts advising decision-makers, particularly governments, on generating nutrition-enhancing agricultural and food policy and investment in low and middle income countries. The 11-member Panel is co-chaired by Professor Sir John Beddington and His Excellency John Kufuor. The purpose of the Panel is to provide global research and policy leadership to maximise the contribution of agriculture and food systems to improve nutrition and health outcomes, particularly of women and children.
The Global Panel is supported by a Secretariat, based at the London International Development Centre (LIDC), whose activities are funded by Department for International Development (DFID).

The Global Panel works to ensure that agriculture and food systems support access to nutritious foods at every stage of life. The Global Panel regard improving nutrition as a global challenge, but one with a particular urgency for low and middle income countries where poor diets cause both undernutrition and a growing burden of diet-related Non-Communicable Diseases (NCDs). To address this challenge, the aims of the Panel are to catalyse research, consolidate evidence and experience, and promote evidence-based policies for agriculture and food systems that will improve nutrition.

The activities of the Global Panel are based on the following key areas:

- High-Level Roundtable meetings on food systems and diets, involving senior government, UN, civil society and private sector representatives, held in low-income countries
- Production and dissemination of policy and technical briefs— including the launch of these by Panel members at key external events around the world
- Foresight 2.0 – the production, dissemination and launch of a follow-up to the Panel’s 2016 study on the future of food systems and diets
- Participation at international events to influence key actors in food system policies, especially with regard to low income countries.
- Meeting of the Panel and their representatives that take place once a year

Overall Purpose of the job:

To plan, organise and deliver communications work with the Global Panel’s stakeholders and audiences, raising the profile of the Panel’s work and to implement and monitor the Panel’s communications strategy (including working with traditional print media, as well as digital and social media), and to support the wider activities of the Global Panel Secretariat to deliver regional workshops, meetings, high-level roundtables and other events.

The role involves exercising a range of skills relating to relationship management, administration and information management, as well as communicating the findings of the Panel to international audiences.

The post holder will support an innovative programme of communications activities which will assist the Secretariat and promote the work of the Global Panel. The ideal candidate will be highly motivated, enjoy working as part of a hard-working and professional team, have a keen interest in international development and/or food systems and nutrition, will have experience in journalism/communications/PR or marketing, preferably from within an international development environment, as well as proven publishing, editing and writing skills.

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Duties include writing for the Panel’s website, preparing materials and managing media for meetings and events, producing newsletters and briefings, securing press coverage and producing promotional publications. This post requires excellent communication and organisational skills.

### Principal Duties and Responsibilities

#### Communications

- Lead on delivering and monitoring the Global Panel communications strategy and plan, effectively communicating the purpose, process and activities of the Global Panel to a variety of internal and external audiences.
- Lead in setting communications goals with support of the Communications Consultant for events, launches, and other Global Panel activities in consultation with the Deputy Director.
- Take the initiative in introducing new communications activities and approaches to keep stakeholders and the general public informed of Global Panel activities.
- Identify communication opportunities from the existing portfolio of work, as well as proactively horizon scanning to identify future opportunities to communicate and engage the wider community with new work.
- Communicate with a range of stakeholders, including members of the Global Panel and their representatives, funders and external partners using language specific to the agriculture, food systems and nutrition sectors.
- Clearly, concisely and accurately explain the Panel’s activities to diverse audiences at public events, including to key industry researchers, funders and potential partners.
- Regularly contact partner organisations within the agriculture and nutrition sectors by email and over the phone to promote the Panel’s visibility.
- Proactively encourage other team members to share useful communications information at internal team meetings.
- Support individual Global Panel Members to communicate the Panel’s messages to their audience during Global Panel and external events.
- Suggest new and innovative communications activities to the Deputy Director, as well as encourage other team members to share useful communications information at internal team meetings.
- Exchange information with internal and external contacts – staff, partners, stakeholders, funders and the media.
- Facilitate communications with key stakeholders and audiences, providing expert communications advice and support where needed.
- Independently draft communications materials for sign-off by the Deputy Director, and with the support of the Communications Consultant where

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necessary, targeted at a range of audiences, including presentations at meetings, speeches at conferences, and press releases, blogs, videos and infographics to publish on social media and the Global Panel’s website.

- Independently develop the communications and content plan for key projects, partnerships, campaigns and initiatives with support of the Communications Consultant where necessary.
- Manage the twitter account, including text, graphics, quotes, and appropriate hashtags, to raise the Global Panel’s online profile through social networking platforms to ensure coverage of the Panel’s activities.
- Proactively and independently plan and support the drafting of articles and blogs about issues relating to the Global Panel’s work on behalf of Panel Members. Draft copy of e-newsletters, as well as commission and pitch blogs to the media.
- Manage the website content. Duties also include regularly updating of the website and commissioning web design changes.
- Report on communications activities and performance to Director and Deputy Director, funders and Panel Members.

**Teamwork and Motivation**

- Lead on the communications section of planning and weekly team meetings, including updates from the sector, partner organisations, priorities, upcoming activities.
- Develop relations with media, and act as the primary point of contact for external media.
- Lead on the provision of communications support to the Secretariat team at events.
- Act as primary point of contact for external media and communications consultants.
- Organise and delegate communications tasks to the communications consultant and other members of the secretariat as appropriate and provide motivation to team members to reach the Secretariat Communications objectives.
- Work as part of the Secretariat team, contributing actively to shared goals and rearranging priorities to support the rest of the team during busy periods.
- Work closely with the Deputy Director, the Director, Communications Consultant and wider Secretariat team to produce and disseminate policy briefs, reports, newsletters, photos and podcasts.
- Motivate colleagues to consider communications opportunities in their day to day activities to maximise the delivery of the communications strategy.
- Mentoring Global Panel interns working on communications tasks.

**Liaison and Networking**

- Manage and facilitate communications with key stakeholders and audiences, providing expert communications advice and support where needed.
- Grow the Global Panel’s social media followers by attracting new individuals and organisations.

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- Raise the profile of the Global Panel with external stakeholders, including the media and the development community, through communications activities.
- Lead on engagement with communications and media staff of partner organisations (FAO, BRAC, SUN, WFP, GAIN), ensuring regular contact and healthy relations.
- Liaise effectively with external technical contacts, web developers, e-learning and IT staff and external suppliers.
- Liaise with external communications companies, PR and design agencies, web developers and key contacts of partner organisations to disseminate Global Panel messages to a wider audience.
- Actively participate in communications professional networks within the London School to maximise the Panel’s internal and external exposure and to seek opportunities to leverage resources within the School.
- Actively participate in external professional networks such as the UKCDS seminars and C4D (Communications for Development) monthly knowledge sharing meetings.
- Represent the Secretariat at communications networking events to ensure fulfilment of the communications strategy and increase the Panel’s exposure to a wider audience.
- Use contacts and sector-specific knowledge to identify key stakeholders and audiences.

**Service Delivery**

- Initiate communications activities with external partner organisations to find synergies and ensure communications activities provide excellent value for money.
- Proactively ensure that Global Panel members are sufficiently engaged and involved with the communications plans through in person, phone or email liaison with their representatives.
- Adapt communications materials to the needs of Global Panel members to ensure they are appropriate for each Panel member’s needs in terms of audience, theme and language when requested to do so by Panel members.
- Fact-check Global Panel outputs, such as blog-posts of guest authors, newsletters, emails and website updates and briefs for accuracy and consistency.

**Decision Making**

- Propose new ideas on creative communications strategies, plans, initiatives and materials used by the Global Panel and international organisations such as the FAO and African Union Commission, to maximise the visibility and credibility of the Global Panel.
- Make recommendations as to which external events can create dissemination opportunities for Global Panel outputs and independently evaluate potential benefits.
- Make recommendations to determine how the Secretariat employs the services of the Communications Consultant and external communications companies.
- Determine the day-to-day content of the Global Panel’s social media feeds.
- Manage communications with wider UK and international press in order to effectively promote the Panel’s work in international arena, maximising visibility and impact.
- Take initiative in building relationships with communication departments of partner organisations.
- Initiate and build relationships with communications departments of partner organisations such as the All Party Parliamentary Group on Agriculture and Food for Development, Agriculture for Impact and the African Union Commission to advance the Global Panel’s professional networks.
- Prioritise and organise own day-to-day workload while maintaining flexibility to react to unplanned events.
- Estimate budgets for communications related activities, including translation, designing, printing, shipping, merchandise, editorial work, and make decisions on expenditure from previously agreed budgets.

### Planning and Organising

- Manage communications activities and small projects to prioritise and organise workload, ensuring effective use of resources on daily, weekly, monthly and annual basis, and including development of the Global Panel Communications Strategy and annual plans.
- Identify communications tasks as appropriate for the Communications Consultant.
- Work with external consultants, in consultation with the Deputy Directory to ensure allocation of communications workload and tasks.
- Disseminate the work and findings of the Global Panel and adapt content to a wide variety of different audiences at meetings and events.
- Work with the Secretariat to organise and coordinate events, including overseas regional workshops, to ensure effective implementation of the communications strategy and to provide communications support on the ground.
- Produce and prepare media packs and other media material to ensure media presence at meetings, draft press releases for approval by the Director or Deputy Director and work with external consultants on press conference organisation and other media coverage.
- Write communications analysis reports following events to detail the success of media campaigns.
- Ensure correct payment of work concerning communications. Requesting quotes and ensuring correct shipping/delivery of documentation.
- Oversee stock availability of briefs and other Global Panel documentation.
- Plan ahead, understanding the policy and political landscape to identify opportunities for engaging priority stakeholders.

### Initiative and Problem Solving

- Use initiative to resolve any problems that may occur during international meetings and other events in order to ensure that the communications activities of the Global Panel run smoothly.

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• Work in real-time, correcting communications problems as they arise and be able to identify and address potential risks before they become problems.
• Solve communications, IT and logistical issues that arise during the Global Panel's international events, including providing remote support to meetings held overseas.
• Manage and prioritise unpredictable enquiries alongside scheduled tasks, and support other colleagues to do the same where necessary.
• Anticipate, respond to and resolve potential controversies or emergencies before they become problematic and know when to escalate potential problems to the Deputy Director if they become serious.
• Keep up to date with data protection, privacy and copyright regulations, and ensure Global Panel’s compliance.
• Work with the Deputy Director to reallocate resources and ownership of tasks to the Communications Consultant, and external stakeholders quickly and effectively during high pressure situations.

**Analysis and Research**

• Evaluate the effectiveness of communication activities and channels, including brief launches, events, workshops and web and social media content, through data analysis and synthesis to be shared in written reports and oral presentations with the Secretariat team, Panel members, representatives and funders.
• Prepare budget forecasts for the Project Manager’s quarterly expenditure reports to funders, detailing forecasted spend on communications activities.
• Ensure correct invoicing of communications work from external suppliers.
• Plan for website and publications, researching content, writing, proof-reading and editing copy to support strategic aims.
• Keep abreast of global changes in the food systems and healthy diets field, such as progress towards the sustainable development goals and new government policies, and how they affect the Global Panel.

**Additional Information**

• Undertake other general administrative work requested by the Director, Deputy Director and Finance & Administration Manager or other members of the Global Panel Secretariat.
• Contribute to general activities of the Global Panel and LIDC that help to promote their objectives.

**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.

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The post holder will be responsible and accountable for ensuring all School 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.

ASYLUM AND IMMIGRATION STATEMENT

The School will comply with the Immigration, Asylum and Nationality Act 2006, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to email a copy of their passport (and visa if applicable) to HR prior to their interview and if appointed will be asked to bring the original documents in to be copied and verified before their start date.

This role does not meet the minimum requirements set by UK Visas and Immigration to enable sponsorship of migrant workers. Therefore we cannot progress applications from candidates who require sponsorship to work in the UK.

Further information about Certificate of Sponsorship and eligibility to work in the UK, can be found at: www.ukba.homeoffice.gov.uk/employers/points
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.

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<thead>
<tr>
<th>Competency</th>
<th>Evidence</th>
<th>E/D</th>
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<tbody>
<tr>
<td>Education, Qualifications and Training</td>
<td>• Degree or equivalent experience in an agriculture, health or development area</td>
<td>E</td>
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<tr>
<td></td>
<td>• Degree or equivalent experience in communications, journalism, public relations, marketing or stakeholder engagement</td>
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<tr>
<td>Experience</td>
<td>• Demonstrable successful communications experience of working in a team and communicating with a wide range of high-level people and senior stakeholders in an international and multicultural environment</td>
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<td></td>
<td>• Excellent written and oral communication skills in English</td>
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<td></td>
<td>• Experience of writing, editing and distributing content including publications, press releases, website content, annual reports, speeches and other marketing material that communicates publications and reports</td>
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</tr>
<tr>
<td>Knowledge</td>
<td>• Experience of managing and maintaining a publications database</td>
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<tr>
<td>• Experience of using website CMS to design, build and maintain website.</td>
<td>D</td>
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<tr>
<td>• Experience of developing, implementing and monitoring an effective communications strategy</td>
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<td>• Experience of maintaining records of media coverage and collating analytics and metrics and reporting on these to senior management</td>
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| Knowledge | • Knowledge and understanding of international development, agriculture or nutrition issues | E |

| Skills | • Excellent standard of IT skills, including familiarity with social networking applications such as Twitter, YouTube, Flickr and LinkedIn and a willingness to become proficient in new software packages | E |
| • Knowledge of good web design principles and awareness of good practice, including accessibility and usability issues, and experience and knowledge of website building | D |

| Personal Qualities | • Excellent interpersonal skills and the ability to deal confidently and politely with face-to-face, telephone, written and email enquiries as part of a small team | E |
| • Ability to use initiative, meet tight deadlines and manage own workload through effective prioritising and time management while working with attention to detail and accuracy | E |
| • Ability to attend international meetings as required | E |

E-Essential: Requirement without which the job could not be done
D-Desirable: Requirements that would enable the candidate to perform the job well