

LONDON SCHOOL OF HYGIENE & TROPICAL MEDICINE
LONDON INTERNATIONAL DEVELOPMENT CENTRE
COMMUNICATIONS MANAGER



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.

THE LONDON INTERNATIONAL DEVELOPMENT CENTRE (LIDC)

The London International Development Centre (LIDC) facilitates interdisciplinary research and activities to tackle complex problems in international development and create a network of interdisciplinary researchers.

We bring together academics and students from across the following University of London colleges: SOAS, London School of Hygiene and Tropical Medicine, Royal Veterinary College, UCL Institute of Education, Birkbeck Geography Department, Queen Mary University of London and City, University of London. See <https://lidc.ac.uk> for more information about the Centre's aims and activities.

JOB DESCRIPTION

Job Title:	Communications Manager
Department:	London International Development Centre
Location:	20 Bloomsbury Square, London WC1A 2NS
Reports to:	LIDC Director
Hours:	Full-time
Grade:	6

Job Summary

To further develop and implement the communications strategy of LIDC and line-manage our growing Communications team, including our flagship internship programme. The role holder will provide creative input and oversight into our social media and web strategy and devise a calendar of new and stimulating events, oversee the production of staff and student newsletters, reports and podcasts. A key aim of the role is to continue to grow our audience and increase the external visibility and profile of LIDC and our member Colleges. The Communications manager will also be responsible for the oversight and integration of the communications related to LIDC projects.

General Duties and Responsibilities of the Post

- The Communications Manager is responsible for LIDC's communication activities and the line management of the wider Communications team including LIDC's projects and the internship programme.
- The role holder will further develop and shape LIDC's Communication Strategy in order to grow LIDC's reach and impact with our audiences such as academia, students, NGOs, governments and private sector companies.
- The role holder will also ensure the LIDC Communication strategy is joined-up across a range of LIDC projects and programmes.
- The Communications manager will further develop, deliver and monitor LIDC's communications and events strategy, effectively communicating the purpose, processes and activities of LIDC to a variety of internal and external audiences.
- The post holder will design and deliver services to LIDC's 4,600+ academic, student and alumni members, including networking events, newsletters, membership surveys and analysis, etc.
- To grow membership of LIDC by attracting and recruiting new individual members (staff, students and alumni).
- To raise the profile of LIDC with external stakeholders, including the media and policy makers, through imaginative communications activities.
- To devise new ways to promote the work of LIDC members and their related institutions.

Specific Duties and Responsibilities of the Post

- To design, organize and promote a minimum of 30 events per year for LIDC members and the public, including conferences, debates and panels, and to provide guidance on events organization for all LIDC activities.
- To oversee development of branding, talking points, collateral materials, blog posts, multimedia, social media, feature stories, and other content.
- To manage the strategy and operations for LIDC corporate communications accounts, websites and microsites.
- To grow LIDC's network of high profile stakeholders including journalists, MPs, Ministers, advisers, special interest groups and think tanks.
- To develop and deliver new and innovative networking events in order for LIDC to grow its membership base.
- To identify opportunities for public engagement and to enlist the support of multipliers and ambassadors that will advocate for LIDC publicly and represent us at events.
- To coordinate LIDC initiatives in training, including cross-College degree and short courses development and LIDC input into existing College training programmes.
- To advise LIDC-facilitated programmes with Colleges and their partners on their communications strategy and events organizations.
- To manage LIDC's internship programme, including the communications-related work experience placement scheme for postgraduate students and alumni.
- To develop, manage and monitor the LIDC budget for communications and events.
- To manage the input of ancillary staff on communication-related events and activities.
- To line manage the Communications team including the Administration Coordinator as well as the Communications Manager working on the UKRI GCRF Action Against Stunting Hub, including delegating tasks and monitoring performance.

Skills (essential)

- A Master's degree, preferably in global development or communications/marketing.
- Experience in developing a communications strategy as well as carrying out its' implementation.
- Strong visual, written and oral communications skills.
- A flexible approach with the ability to prioritise competing demands in a fast-paced environment.
- Strong interest in global development and current affairs.
- Experience line managing staff.
- Experience of organising large events.
- Excellent interpersonal skills, including the ability to establish effective working relationships with professionals from a wide variety of backgrounds and an ability to work in small team.
- Excellent project management and organisational skills.
- Experience in report writing.
- Creative thinker with design skills.
- Excellent written and spoken English.

Skills (desirable)

- Experience of managing corporate/institutional websites.
- Experience in general media management (trade, national & regional); proactive and reactive & understanding the UK news/media agenda.
- Knowledge of best-practice PR tools and approaches across monitoring, measurement and analysis.
- Experience delivering a social media strategy.

SALARY & CONDITIONS OF APPOINTMENT

The post is full time and fixed-term until 31st March 2021 in the first instance, with the possibility of an extension. The salary will be on the Professional salary Grade 6 scale in the range £40,011 to £45,437 per annum (inclusive of London Weighting). The post will be subject to the LSHTM terms and conditions of service. Annual leave entitlement is 30 working days per year, pro rata for part time staff. In addition to this there are discretionary "Director's Days". Membership of the Pension Scheme is available. The post is based in London at 20 Bloomsbury Square.

APPLICATIONS

Applications should be made on-line via our website at <http://jobs.lshtm.ac.uk>. Applications should also include the names and email contacts of 2 referees who can be contacted immediately if shortlisted. Online applications will be accepted by the automated system until 10pm of the closing date. Any queries regarding the application process may be addressed to jobs@lshtm.ac.uk. Please quote reference **LIDC-LIDC-2020-02**.

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