



LONDON SCHOOL OF HYGIENE & TROPICAL MEDICINE
FACULTY OF EPIDEMIOLOGY AND POPULATION HEALTH
DEPARTMENT OF POPULATION HEALTH
IMMANA COMMUNICATIONS OFFICER
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 3,300 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 1,200 face-to-face Master's and Doctoral students, 3,000 studying by distance learning, and 1,000 each year on short

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courses and continuous professional development. Our free online courses are studied by more than 70,000 participants globally.

LSHTM performs strongly in various global university league tables. In the 2019 CWTS Leiden Ranking LSHTM is ranked the UK's top university for the proportion of academic research with women listed as authors, first in Europe for publishing open access research, and first in Europe and eighth in the world for research impact in sciences (for the proportion of its total publications ranking in the top 10% of most cited research).

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. We ranked 27th for medicine 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 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.

Faculty Information

The Faculty of Epidemiology & Population Health (EPH) houses a large group of epidemiologists, demographers, statisticians and nutritionists working on issues of major public health importance in the UK and globally. EPH has approximately 400 staff members organised into four research departments.

- Department of Infectious Disease Epidemiology
- Department of Medical Statistics
- Department of Non-Communicable Disease Epidemiology
- Department of Population Health

The Faculty has a teaching programme consisting of ten MSc courses: Epidemiology, Demography and Health, Medical Statistics, Public Health for Development (run jointly with the Faculties of Infectious & Tropical Diseases and Public Health & Policy), Nutrition for Global Health, Reproductive & Sexual Health Research, Veterinary Epidemiology (run jointly with the Royal Veterinary College), Global Mental Health (run jointly with Kings College London - Institute of Psychiatry) and the Distance Learning courses in Epidemiology, Clinical

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Trials and Demography in Health. The Faculty also has approximately 120 research students studying for an MPhil, PhD or DrPH degree. The Dean of Faculty is Professor Elizabeth Allen.

Department of Population Health

The Department of Population Health aims to increase global access to effective treatments and public health interventions, and is a centre of excellence in the determinants and consequences of population change. We have strong links with many overseas research groups and provide world-class opportunities for postgraduate training. The Department Head is Prof Cari Free.

About IMMANA:

Innovative Methods and Metrics for Agriculture and Nutrition Actions (IMMANA) is a research initiative funded by the UK Foreign, Development and Commonwealth Office (FCDO) and Bill and Melinda Gates Foundation. The first phase of the IMMANA programme was implemented over five years, 2015-2019; and has been extended for an additional five years, 2019 – 2024.

IMMANA aims to accelerate the development of a robust scientific evidence base needed to guide changes in global agriculture and food systems to feed the world's population in a way that is both healthy and sustainable.

The objectives of IMMANA are to:

1. Stimulate validation and continued development of innovative methodological approaches and novel metrics in agriculture and food systems for improved health and nutrition;
2. Deepen and expand the pool of emerging leaders skilled in developing and applying cutting-edge methods and metrics;
3. Convene a global research network - the ANH Academy - to facilitate learning, sharing and new interdisciplinary research collaborations and policy uptake of emerging evidence;
4. Synthesise and facilitate the uptake of existing data and scientific evidence to inform policies and investments in agriculture and food systems for improved nutrition and health.

To achieve these objectives three inter-locking and synergistic programme workstreams have been established:

1. [Competitive Research Grants](#) directed at accelerating the development of new and innovative interdisciplinary metrics and methods, filling the key knowledge gaps including theory-driven impact evaluation;
2. [Research Fellowships](#) for Early Career Scientists directed at building a cadre of early career researchers who are using and developing/adapting new methodological approaches with mentors in ongoing research programmes in LMICs; and
3. [The Agriculture, Nutrition and Health Academy](#) - a global research network that links researchers and research groups through an annual Academy Week, online and face to face training; promotes interdisciplinary dialogue and institutional linkages by facilitating collaborative work under relevant thematic areas including a new synthesis centre which will be established to facilitate systematic review and uptake of tools, methods and metrics; ensures rapid sharing, development and use of the best approaches emerging from their work and; provides a knowledge-sharing and research communication platform for the IMMANA fellows and grantees.

JOB DESCRIPTION

Job Title: IMMANA Communications Officer	
Department /Division/Unit: DPH	
Faculty/Professional Service: EPH	
Location: London	
Reports to: Academy Co-director	
Accountable to: Principal Investigators & Faculty Operating Officer	
Responsible for: NA	
Full Time/Part Time/Casual: Full Time	Hours <i>(if less than full time):</i>
Grade: 5	
<p>Overall Purpose of the job</p> <p>Working closely with the ANH Academy Co-Director and IMMANA Research Uptake Manager, the Communications Officer will be responsible for developing and delivering an innovative programme-wide communications strategy for IMMANA. This will involve proactively generating and tailoring campaigns and content for web, print and social media, as well as supporting wider activities of IMMANA to deliver workshops, meetings and other events that raise the programme's profile in different arenas. In addition to planning and managing content, the role holder will strengthen the IMMANA identity and brand in order to capitalize on any relevant external news or activities.</p> <p>The Communications Officer will look after the IMMANA/ANH Academy Twitter account and websites on a day to day basis, ensuring that the programme's external identity is current, effective and wide-reaching. They will prepare materials and manage media for meetings and events, produce official newsletters and briefings (internal and external), secure press coverage and produce promotional publications.</p> <p>The role involves exercising a range of skills relating to relationship management, administration and information management. The ideal candidate will be highly motivated, enjoy working as part of a hard-working and professional team, have a keen interest in 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.</p> <p>The role holder will be expected to:</p> <p>Communications</p> <ul style="list-style-type: none"> • Work with ANH Academy Co-Director to design and implement an innovative programme-wide communications strategy for IMMANA. • Lead on delivering and monitoring the IMMANA communications strategy and plan. Effectively communicating the purpose, process and activities of the IMMANA programme (Grants, Fellowships and ANH Academy) to a variety of internal and external audiences. • Establish and track communications goals in close liaison with the ANH Academy Co-Director. • Contribute to the design, development and implementation of new IMMANA and ANH Academy websites 	

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- Manage and update IMMANA and ANH Academy websites, ensuring content is current, attractive and engaging. Approve new ANH Academy memberships on a daily basis.
- Manage IMMANA/ANH Academy social media accounts (i.e. Twitter, LinkedIn, SoundCloud etc.) on a day to day basis, using a pre-defined strategy to draw attention to key outputs and drive traffic to IMMANA/ANH Academy websites.
- Monitor the IMMANA and ANH Academy inboxes, responding to queries on a daily basis.
- Organise and manage monthly ANH Academy Newsletters. Work with Research Uptake Manager and Fellowships Coordinator to ensure that all IMMANA Grants and Fellowships information is clearly and effectively featured on the IMMANA website. Continue to work together on regular updates and modifications
- 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 as the IMMANA programmes evolve.
- Communicate with a range of stakeholders, including IMMANA Grantees, Fellows, ANH Academy members and stakeholders, funders and external partners using language specific to the agriculture, food systems and nutrition sectors.
- Proactively encourage other team members to share useful communications information at internal team meetings.
- Support individual Grantees and Fellows to tailor and communicate their research to different audiences.
- Suggest new and innovative communications activities to the ANH Academy Co-Director and wider IMMANA team, 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.
- Contribute significantly to the organisation and delivery of the annual ANH Academy Week. Including, where necessary, inputting into the Scientific and Logistics Committees, programme development, communications strategy and logistics. Manage all web content for the annual international conference, liaising with IMMANA staff, LSHTM Communications Office, and international partners to ensure branding and language is used appropriately. Produce official ANH Academy Week Report.
- Independently draft communications materials 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 IMMANA & ANH Academy websites
- Manage communications relating to the ANH Academy International Training of Trainer and Mentorship activities
- Prepare materials and manage media for meetings and events, secure press coverage and produce promotional publications.
- Work with ANH Academy Co-Director and SCANR team to develop interactive web portal and associated communications activities for connecting data, literature, methods and metrics.

Teamwork and Motivation

- Lead on the communications elements 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 IMMANA staff, Grantees and Fellows.

- Act as primary point of contact for external media and communications consultants.
- Organise and delegate communications tasks to other team members as appropriate and provide motivation to team members to reach IMMANA's communications objectives.
- Work as part of the IMMANA team, contributing actively to shared goals and rearranging priorities to support the rest of the team during busy periods.
- Work closely with the ANH Academy Co-Director, the Research Uptake Manager and wider IMMANA 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.
- Mentor 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 IMMANA's social media followers by attracting new individuals and organisations.
- Raise the profile of IMMANA and ANH Academy with external stakeholders, including the media and the development community, through communications activities.
- Engage with communications and media staff of partner organisations (Tufts University, A4NH, LCIRAH, University of Sheffield) ensuring regular contact and healthy relations.
- Liaise effectively with external technical contacts, web developers, e-learning and IT staff and external suppliers, including designers, videographers and developers.
- Liaise with external communications companies, PR and design agencies, web developers and key contacts of partner organisations to disseminate IMMANA messages to a wider audience.
- Actively participate in communications professional networks within the London School and beyond to maximise IMMANA'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 IMMANA at communications networking events to ensure fulfilment of the communications strategy and increase the programme'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 IMMANA Grantees, Fellows and staff 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 IMMANA stakeholders to ensure they are appropriate in terms of audience, theme and language.
- Fact-check IMMANA and ANH Academy outputs, such as blog-posts of guest authors, newsletters, emails and website updates and briefs for accuracy and consistency.

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Decision Making

- Propose new ideas on creative communications strategies, plans, initiatives and materials used by IMMANA
- Make recommendations as to which external events can create dissemination opportunities for IMMANA outputs and independently evaluate potential benefits
- Make recommendations to determine how IMMANA employs the services of the external service providers.
- Determine the day-to-day content of IMMANA's social media feeds.
- Manage communications with wider UK and international press in order to effectively promote IMMANA's work in international arena, maximising visibility and impact.
- Take initiative in building relationships with communication departments of partner organisations.
- Prioritise and organise own day-to-day workload while maintaining flexibility to react to unplanned events.
- Estimate budgets and charge costs 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.
- Work with external service providers, in consultation with the ANH Academy Co-Director and Research Uptake Manager to ensure allocation of communications workload and tasks
- Disseminate the work and findings of IMMANA and adapt content to a wide variety of different audiences at meetings and events.
- Organise and coordinate events 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 collective approval with the ANH Academy Co-Director and Research Uptake Manager 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.
- Organise and oversee stock availability of IMMANA communications products (i.e. banners, leaflets, briefs etc.)
- Plan ahead, understanding 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 IMMANA run smoothly.
- 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 IMMANA'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 ANH Academy Co-Director if they become serious.
- Keep up to date with data protection, privacy and copyright regulations, and ensure IMMANA's compliance.
- Work with the ANH Academy Co-Director to reallocate resources and ownership of tasks to where necessary, 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 IMMANA team, donors and key stakeholders. Including enhanced use of Google and Twitter Analytics, Altmetric and online surveys.
- Prepare budget forecasts for the ANH Academy Co-Director and IMMANA Senior Programme and Grants Manager's quarterly expenditure reports to funders, detailing forecasted spend on communications activities.
- Maintain a database of key contacts and stakeholder engagement.
- Maintain database of programme-wide media coverage. Prepare summaries as necessary for IMMANA team, donors and stakeholders
- 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 agriculture, food systems, nutrition and health fields, such as progress towards the sustainable development goals and new government policies, and how they affect the IMMANA programme.
- Support the ANH Academy Co-Director in conducting a range of research and analysis for key ANH Academy activities, such as ANH Academy Weeks, membership, Training of Trainers programme.

Additional Information

- Undertake other general administrative work requested by the Director, Co-Director, Programme and Grants Manager or other members of the IMMANA team.
- Contribute to general activities of IMMANA and LSHTM 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.

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.

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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: IMMANA Communications Officer
Department/Division: Population Health

Competency	Evidence	E/D
Education, Qualifications and Training	<ul style="list-style-type: none"> • A Degree in international development, food policy, public health, development communications or related fields 	E
Experience	<ul style="list-style-type: none"> • Significant proven experience of developing and implementing communications strategies and plans for complex, multi-partner research or practice programmes. • Significant proven experience of using content management systems such as Drupal to design, build and maintain websites. • Science communications: Experience of writing, editing and distributing scientific content and publications creatively through press releases, website content, annual reports, speeches, regular newsletters, design of infographics, collaboration with designers and other marketing material • Significant proven experience of organizing events (online and in person) • Experience of maintaining records of media coverage and collating analytics and metrics and reporting on these to senior management • Proven and demonstrable track record of managing social media accounts to increase audience size and engagement • Experience of working in higher education institutions or academic environments 	E E E E E D
Knowledge	<ul style="list-style-type: none"> • Knowledge and understanding of international development, agriculture or nutrition issues • 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, including design tools such as Canva 	D E

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Personal Qualities	<ul style="list-style-type: none"> • Excellent written and oral communication skills in English • 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 • Excellent organisational skills including a proven ability to prioritize and work effectively under pressure. • Willingness to undertake international travel 	E E E E
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E-Essential: Requirement without which the job could not be done

D-Desirable: Requirements that would enable the candidate to perform the job well

Salary and conditions of appointment

The post is based in the Keppel Street building of the London School of Hygiene & Tropical Medicine. It is available on a full-time basis commencing from 1 June 2021, up to 31 July 2022. The appointment will be made on the Grade 5 PSP scale with salary in the range £34,854 - £40,011 per annum depending on qualifications and experience. 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. In addition to this there are discretionary "Director's Days". Membership of the USS Pension Scheme is available.

Asylum and Immigration

The School will comply with current UKVI legislation, 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.

Applications from candidates who require sponsorship to work in the UK will be considered alongside other applications. Applicants who do not currently have the right to work in the UK will have to satisfy UK Visas & Immigration regulations before they can be appointed.

Further information about Sponsorship and eligibility to work in the UK, can be found at: <https://www.gov.uk/guidance/immigration-rules/immigration-rules-appendix-skilled-worker>

APPLICATIONS

Applications should be made on-line at our website at jobs.lshtm.ac.uk. Online applications will be accepted by the automated system until midnight on of the closing date. Any queries regarding the application process may be addressed to jobs@lshtm.ac.uk.

The supporting statement section should set out how your qualifications, experience and training meet **each** of the selection criteria. Please provide one or more paragraphs addressing each criterion. The supporting statement is an essential part of the selection process and thus a failure to provide this information will mean that the application will not be considered. An answer to any of the criteria such as "Please see attached CV" will not be considered acceptable. **Please note** that if you are shortlisted and are unable to attend on the interview date it may not be possible to offer you an alternative date.

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