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 £110 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. The School’s multidisciplinary expertise includes clinicians, epidemiologists, statisticians, social scientists, molecular biologists and immunologists, and we work with partners worldwide to support the development of teaching and research capacity.

Our education provision has expanded to more than 1,000 London-based Master’s and Research students, 3,000 studying postgraduate courses by distance learning, and 1,000 each year on short courses and continuous professional development. Our free online courses (MOOCs) are studied by more than 30,000 participants globally.

The School performs well in various global university league tables. In the US News Best Global Universities Ranking 2017, we are ranked sixth in the world (together with Oxford University) in the fields of social sciences and public health. In the 2016 CWTS Leiden Ranking, the School was ranked fifth in the world for research impact across all disciplines, based on the share of institutions’ outputs within the top 1% of papers by citation in all areas of science and independent of size of output.

The School was named University of the Year 2016 by Times Higher Education, in recognition of our response to the Ebola epidemic. The School is a member of the M8 Alliance of Academic Health Centres, Universities and National Academies, the Association of Schools of Public Health in the European Region, and the Consortium of Universities for Global Health.
**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Public Engagement Manager</th>
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<tbody>
<tr>
<td><strong>Department /Division/Unit:</strong></td>
<td>Communications &amp; Engagement</td>
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<tr>
<td><strong>Faculty/Professional Service:</strong></td>
<td>Directorate</td>
</tr>
<tr>
<td><strong>Location:</strong></td>
<td>Keppel Street</td>
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<td><strong>Reports to:</strong></td>
<td>Head of Communications &amp; Engagement</td>
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<tr>
<td><strong>Responsible for:</strong></td>
<td>Working strategically to embed high-quality public engagement across all School Faculties, Departments and Units and within the research projects of staff and students in the UK and overseas. This role has line management responsibility of the Public Engagement Officer role.</td>
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<tr>
<td><strong>Full Time/Part Time/Casual:</strong></td>
<td>Full Time</td>
</tr>
<tr>
<td><strong>Hours (if less than full time):</strong></td>
<td></td>
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<tr>
<td><strong>Grade:</strong></td>
<td>6</td>
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**Overall Purpose of the job**
As the focal point of public engagement across the School the Public Engagement Manager drives the strategic development and evaluation of public engagement culture at the LSHTM. This role is important to the School as it enables staff and students to build valuable new skills, widen the impact of their research, attract dedicated public engagement funding, and prepare stronger research funding applications.

**Principal Duties and Responsibilities**

**Communications**
- Frequently provide expertise in public engagement to staff and students for applications to major research funding bodies, including the Wellcome Trust, UK Research & Innovation, and the NIHR, and for stand-alone applications for public engagement funding (1:1 meetings, proposal review, proof-reading and editing) – making complicated concepts relatable to individual researchers and/or research projects
- Take a lead role in coaching researchers to convey complex science to lay audiences, both in written and verbal formats (e.g. lay summaries for grant applications, giving presentations in schools, running interactive sessions at science festivals)
- Write dedicated School public engagement webpages from scratch and keep them updated. This allows the School to showcase our public engagement work to a wider public audience, including funders and other institutions
- Develop content for and write dedicated pages on the School intranet for staff and students seeking resources, case studies and more general support in public engagement to participate in, or plan, deliver and evaluate activities
• Create and use success stories to celebrate examples of outstanding public engagement and encourage others to undertake similar activities i.e. writing stories for online and printed content (e.g. Alumni Magazine), writing and publicising project evaluation reports, nominating staff for external public engagement awards to raise profile (e.g. STEMNET Awards, British Science Association Award Lectures)
• Write grant applications for dedicated funding for central support to embed public engagement at the School from funders such as the Wellcome Trust (e.g. the Institutional Strategic Support Fund) and UK Research & Innovation – bringing additional funding in to the School
• Draft resource guides to provide advice on a specific topic in public engagement for staff and students (e.g. evaluation) based on knowledge within the sector
• Communicate with other public engagement professionals through established networks to share best practice (e.g. London Public Engagement Network)

Teamwork and Motivation
• Integrate strategic planning in public engagement with Communications & Engagement team colleagues and within large projects across the School (e.g. support for School Centres, advertising and promoting our engagement, etc.)
• Motivate staff and students to participate in and plan public engagement activities, by signposting them to support available (1-2-1 consultations, intranet resources, training sessions, case studies of previous projects)
• Convince senior staff and line-managers of the benefits of public engagement through frequent inclusion of public engagement in School-wide communication and 1:1 meetings with key individuals
• Develop mechanisms to help staff achieve recognition for their public engagement (e.g. reminders of its inclusion within the Academic Promotions process, awards in public engagement) and incorporate public engagement within School-wide policies (e.g. the new Volunteering Policy).
• Motivate the School’s Public Engagement Advisory Group, a council of 10-12 Academic, Professional Service and research degree student members across all three Faculties, during termly meetings to reflect on and develop mechanisms to continue to embed public engagement at the School
• Oversee the work of the Public Engagement Officer, monitoring key deliverables regularly

Liaison and Networking
• Form strong individual relationships with advisers at external funders to ensure relevant information about new funding streams can be relayed to colleagues, and the School’s engagement work is recognised for its quality. The post-holder must ensure that the School remains a go-to partner
• Participate in professional networks (e.g. Francis Crick Institute-convened ‘public engagement liaison group’, London Public Engagement Network) to ensure the School’s successes can be shared with others, new ideas taken on from outside, and the sector as a whole can be enhanced
• Develop relationships with cultural partners from professional networks (e.g. museums, theatre companies, artists) and recommend or connect staff and students to these when planning new projects
• Create mechanisms for staff and student networking about public engagement to share learning and challenges (e.g. lunchtime seminars)
• Foster good relationships with key individuals across the School Faculties, Departments and Units
### Service Delivery

- Act as a key point of contact for external enquiries and opportunities relating to public engagement from primary and secondary schools, cultural venues (e.g. Science Museum), and Festivals and promote these opportunities to students and staff (all external enquiries are formally logged)
- Offer ‘one-stop-shop’ to staff and students planning public engagement activities and looking to find funding for public engagement or apply for research funding – supporting them to bring funding in to the School
- Regularly, through informal and formal mechanisms, speak to staff and students to understand their needs in terms of public engagement support and incorporate these in to ongoing evaluation of service provision
- Lead the Public Engagement Small Grants Scheme, a yearly funding call for staff and research degree students across the School to apply for up to £1000 for public engagement (manage information and project development sessions, liaise with the Faculties to promote the scheme, support researchers in developing their applications, maintain regular contact with grant holders during their project, and manage finances for the Scheme)

### Decision Making

- Responsible for defining, implementing and reviewing the public engagement strategy, working collaboratively with the Public Engagement Advisory Group to monitor objectives
- Manage public engagement budgets, identifying which projects will take place each year and how much budget will be dedicated to them, in line with strategic objectives, and tracking spending across multiple budgets from internal and external sources
- Decide which projects to take forward, in line with the public engagement strategy, to ensure that activities will further a) the range of quality opportunities available to staff b) training and recognition c) learning through dialogue d) research impact
- Identify the right internal and external partners for projects, based on previous experience of working with them, their professional expertise, and key soft skills.

### Planning and Organising

- Keep impeccable records about annual public engagement activity and write HESA return every December (this has a direct impact on funding implications for the School)
- Set the agenda and paper topics for the Public Engagement Advisory Group termly meetings in agreement with the Chair of the Group, write and distribute the papers on time, recruit and brief new members
- Decide content for public engagement training sessions, including regular training offered through TED as well as bespoke training for Departments, Centres and/or research groups
- Determine the key initiatives which the public engagement team will support on a yearly basis (e.g. appearances at Festivals, events at cultural venues, etc.),
- Supervise the Public Engagement Officer role to deliver the School’s presence at external science festivals and cultural programmes
- Plan yearly budget allocation for specific projects and initiatives
**Initiative and Problem Solving**

- Identify barriers that discourage staff and students from undertaking public engagement activities, and develop the appropriate support mechanisms to overcome them
- Flag-up good strategic opportunities for the School to develop and promote our public engagement externally – such as the Wellcome Trust Public Engagement Leadership Programme for heads of departments – and support application to these
- Identify and lead on developing projects and writing applications for funding for central public engagement support (e.g. ISSF, SEE-PER, etc.), bringing additional funding in to the School to enhance support mechanisms for public engagement at the School
- Develop and implement new procedures for evaluating the effectiveness of public engagement support at the School and to evaluate if individual projects (e.g. Small Grants Scheme, appearances at Festivals) have met their aims and objectives

**Analysis and Research**

- Keep well-organised records detailing all internal and external enquires and participation in public engagement activities, and analyse them at least once per academic year to identify areas of growth, and trends in activity types
- Regularly produce activity analyses and written text for School-wide reporting, such as Athena Swan, HESA and reports to research funders
- Attend conferences and external training sessions to keep abreast of key developments and best practice in the public engagement sector.
- Analyse data from the staff survey to ensure public engagement support provision is effective

**Team Development**

- Line management responsibility for the Public Engagement Officer role, including identifying and agreeing work objectives and development needs, and conducting yearly performance reviews

**Teaching and Learning Support**

- Develop and deliver bespoke interactive workshops to staff, via departmental meetings, Centre retreats and research group meetings on how to build public engagement in to research projects
- Provide regular training for staff and students in public engagement which is reflective of the sector and responsive to attendee feedback and needs
- Create and use mechanisms of evaluation to ensure training sessions meet objectives and the participant needs

**Additional Information**

- Contribute more broadly to Communications & Engagement team projects
  Manage own continuing professional development, internal collaborations and external networks in order to contribute to service quality and public engagement excellence.

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**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 Director of External Relations and the Deputy Director and Provost.
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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<tr>
<th>Competency</th>
<th>Evidence</th>
<th>E/D</th>
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<tbody>
<tr>
<td><strong>Education, Qualifications and Training</strong></td>
<td>• Higher education to degree level, or equivalent</td>
<td>E</td>
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<tr>
<td></td>
<td>• Substantial relevant experience in public engagement</td>
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<tr>
<td></td>
<td>• Experience of developing and delivering training</td>
<td>D</td>
</tr>
<tr>
<td><strong>Experience</strong></td>
<td>• Experience of working in an academic environment and working closely with academic staff in science or health</td>
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<td>• Proven track record of motivating and developing individuals from junior to management levels</td>
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<td></td>
<td>• Demonstrable experience of running complex projects on time and on budget</td>
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<td>• Experience of building successful partnerships with external organisations across the public and private sectors</td>
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<td>• Ability to develop, lead on and deliver large projects independently, with minimal supervision and involving multiple stakeholders internally and externally</td>
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<td>• Ability to organise, market, and deliver events</td>
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<td>• Experience supporting researchers to obtain external funding for public engagement from major research funders</td>
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<tr>
<td>Experience of grant-writing in the science communication/public engagement fields</td>
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<tr>
<td>Experience running consultations to inform decisions about new policies and systems</td>
<td>D</td>
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<tr>
<td>Experience of line management of an individual or small team</td>
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### Knowledge

- Understanding of university funding mechanisms
- Strong knowledge of standard office systems and applications, email and digital communication
- In depth understanding of the key values and principles underpinning public engagement
- Knowledge of the primary and secondary education system
- Appreciation of the academic world, and the working priorities of researchers
- Understanding of global health systems, and the international climate in which the School is working
- Understanding of processes and tools for evaluation in public engagement

### Personal Qualities

- Excellent organisational and relationship-building skills
- Ability to communicate complex ideas in a clear, accurate and accessible way
- Strong written and verbal communication skills
- Ability to work to tight deadlines and cope well under pressure
- Demonstrate a high level of professionalism when working with staff, students and external contacts
- Ability to work independently and as part of a team
- Methodical, well-organised and accurate

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