

JOB DESCRIPTION



Job Title: Digital Content Lead
Department: Communications and Engagement
Faculty/Professional Service: Central Services
Location: London
Reports to: Deputy to the Director of Communications & Engagement
Responsible for: Digital Content Editor
Full Time/Part Time/Casual: Full time
Grade: Grade 6
<p>Overall Purpose of the job:</p> <p>Reporting to the Deputy to the Director of Communications & Engagement, the Digital Content Lead will drive the Communications & Engagement department in all aspects of the delivery of high-quality, creative digital content production services. The primary goals of these outputs are to support student recruitment marketing, institutional profile raising, and dissemination of research. They will proactively and strategically plan for and/or respond to LSHTM's strategic digital content and external communications strategy requirements as well as creative briefs from the Deputy to the Director of Communications, they use specialised skills to ideate, storyboard, capture, create, edit, and upload high quality digital content using a range of hardware, platforms and software. This includes video, audio, photography, animation, graphics and other content as needed. They will feed into and guide the delivery of digital content campaigns and best practices, and provide best practices and training to colleagues outside the department where feasible.</p> <p>The Digital Content Lead will also oversee central photography and third-party digital platform services including maintaining image and video archives, and overseeing the digital capture of flagship corporate events as determined by the Communications & Engagement Department, ensuring GDPR, and accessibility compliance standards in all digital content. They will and ensure appropriate tone and branding, inclusive of EDI considerations, and adherence to LSHTM values in digital content outputs.</p> <p>The role-holder will deliver a sector-competitive standard of quality for LSHTM's digital content. This includes reports and analysis of outputs, performance, and engagement of central communication deliverables, proactive identification of gaps and opportunities in our digital capacity, and implementation of identified of trends, innovations, and tools that will enhance our digital presence and offerings.</p> <p>The Digital Content Lead works closely with colleagues in the Communications & Engagement department as well as across our MRC Units in The Gambia and Uganda to provide guidance and advice on digital content. They will be a member of the C&E management team as a service lead, and line manage and work with a Digital Content Editor (Grade 4) that will support the delivery of this content.</p>

General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is one of the world's leading public health universities.

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.

Staff and students are committed to helping create a more healthy, sustainable and equitable world for everyone, because we believe our shared future depends on our shared health.

We embrace and value the diversity of our staff and student population and seek to promote equity, diversity and inclusion as essential elements in contribution to improving health worldwide. We believe that when people feel respected and included, they can be more creative, successful, and happier at work. While we have more work to do, we are committed to building an inclusive workplace, a community that everyone feels a part of, which is safe, respectful, supportive and enables all to reach their full potential.

To find out more please visit our [Introducing LSHTM page](#).

Our Values

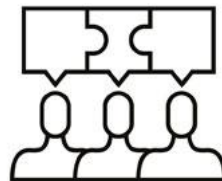
Our values establish how we aspire to achieve our mission both now and in the future - demonstrating what it means to work and study at LSHTM. Please visit our [LSHTM Values page](#) for further information.



**Act with
integrity**



**Embrace
difference**



**Work
together**



**Create
impact**

Main Duties and Responsibilities

The role-holder will:

1. Devise and implement an iterative strategy and approach to high-quality, innovative digital content that enhances student recruitment marketing, elevates the institutional profile, facilitates the dissemination of research at high-levels, and feeds into and reflecting LSHTM's external communications strategy
2. Take overall responsibility for ensuring the central provision of highly engaging content as part of the wider digital content strategy
3. Proactively identify and drive/lead the implementation of insights into future digital content innovations and trends, inclusive of AI, to enhance and strengthen LSHTM's digital content offerings and marketing across mediums and channels
4. Work closely with the Deputy to the Director of Communications & Engagement, Director of Communications & Engagement, and Head of Student Communications & Engagement to further develop content strategy and output across owned and paid marketing channels.
5. Provide regular updates on innovations and trends in digital marketing, advising upon and contributing to the development of the university's evolving digital profile, in close collaboration with senior colleagues to ensure the highest levels of digital engagement internally and externally
6. Be an active member of the Communications & Engagement management team as service lead, participating in weekly strategy meetings with other service leads across the department for collaborative planning.
7. Produce and present reports on digital content plans, analysis and marketing objectives within the department
8. Oversee and manage the strategic approach, maintenance, and curation of digital content on external platforms such as YouTube and Vimeo
9. Instigate and/or create business proposals where necessitated for the development and implementation of digital software/tools/website that will positively impact the digital customer experience, leading initiatives where appropriate
10. Ensure use of content resonates with relevant audience segments, align with LSHTM values, and is inclusive and reflective of EDI across imagery, language and messaging
11. Manage the Digital Content budget, ensuring appropriate and prudent fiscal spend on products that will enhance the offerings of digital content services.
12. Independently identify, commission and manage external suppliers to support on the delivery of relevant digital content beyond the capacity of the department
13. Work with senior communications colleagues to identify and manage resource allocation across digital campaigns
14. Work with colleagues in Procurement to oversee relevant digital content supplier commissioning by research projects and staff to ensure financial value and quality

15. Monitor and advise on changes to the external environment governing digital content marketing, social media, and third party platform digital content compliance, in line with accessibility standards, GDPR and privacy legislation.
16. Ensure quality standards and approved branding are applied to all digital content
17. Oversee and lead the maintenance, uploading, and curation of photographic images in shared digital asset management platform (Assetbank)
18. Lead on strategic filming, animation, interactive graphics, and photography as agreed with the Deputy to the Director of Communications & Engagement and/or Director of Communications & Engagement, confidently working across every stage of production on and project management from ideation, storyboarding and scriptwriting to post- production, and input into dissemination
19. Lead on filming and editing of creative video content (including storyboarding and consideration of narrative storytelling) and deliver motion graphics animation content, proficiently identifying, commissioning and managing external specialists where necessary
20. Produce and oversee impactful and sector-competitive filming and recordings for relevant and strategic LSHTM activities on and off site, with international travel where required
21. Oversee livestreaming and photography of flagship corporate events, managing key personnel and any suppliers as well as post-production and supply of recordings and images as relevant afterwards
22. Design and edit graphic content using Final Cut Pro, Adobe Premiere or Avid, DVD Studio Pro, After Effects, Illustrator, Photoshop, Audition, Spark, and any other suitable programmes
23. Skilled in using Sony professional cameras, a range of Sigma and Sony prime and zoom lenses, studio HMI lights, portable LED lights, Sennheiser boom and lavalier radio mics, sound recorders, camera and lighting grip equipment, including tripods, C-stands and gimbals.
24. Take the initiative to plan, manage and/or execute photography shoots of research, researchers, and strategic events, including set-up/image capture, and post-production of high-quality images
25. Independently managing, using, and storing equipment and hardware required for digital content creation, proactively identifying and procuring any equipment gaps or needs
26. Oversee the creation of additional digital content for numerous dissemination platforms such as those operated by the press office and student engagement team, including X (formerly Twitter), Instagram, Facebook, and LinkedIn, and LSHTM-linked websites
27. Provide guidance and input where necessitated with the capture and editing of audio recordings such as podcasts or audio required for film, interactive graphics, and social media content
28. Provide sector-competitive training and guidance to communications colleagues, including at the MRC Units
29. Establish and ensure regular communications with Communications & Engagement colleagues (including across our MRC Units in The Gambia and Uganda) on digital content matters, providing advice and guidance on best

practices in creative briefs and digital content outputs and dissemination as needed.

30. Line manage a Digital Content Editor (grade 4), including provision of pastoral care, technical and soft skills training, and curating continuing professional development Undertake other such routine duties as may be required by the Communications & Engagement department

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 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 Head 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 and Development Review (PDR).

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.

Competency	Evidence	E/D
Education, Qualifications and Training	<ul style="list-style-type: none"> Higher education to degree level or equivalent or substantial experience directly relevant to the post 	E
	<ul style="list-style-type: none"> Evidence of continuing professional development 	E
Experience	<ul style="list-style-type: none"> Leading a high-quality, innovative, and creative digital content service and team 	E
	<ul style="list-style-type: none"> Developing and delivering digital content strategies and campaigns 	E
	<ul style="list-style-type: none"> Using a broad range of relevant applications, devices, and associated software, proactively identifying and implementing new hardware, software, and tools for use across the institute 	E
	<ul style="list-style-type: none"> Strategically overseeing the management, operation, and maintenance of multiple digital content production applications across different platforms 	E
	<ul style="list-style-type: none"> Editing digital content using a range of platforms 	E
	<ul style="list-style-type: none"> The ability to operate a range of video camera models, sound equipment, audio/visual mixing desks and camera/studio lights both indoors and outdoors 	E
	<ul style="list-style-type: none"> Ability to plan for and create digital content from start to finish (storyboarding to product delivery), inclusive of the initiative to drive and deliver digital campaigns that align with institutional targets 	D
	<ul style="list-style-type: none"> Understanding and/or experience of dissemination and marketing of digital content products 	D

	<ul style="list-style-type: none"> • Understanding and training in GDPR and accessibility/compliance for capturing and sharing digital content • The ability to think conceptually, demonstrating creativity and innovation in digital products and trends • Understanding and ability to deliver and advise on appropriate tone and delivery for sector-relevant digital communications, inclusive of institutional values and EDI consideration 	E E D
General	<ul style="list-style-type: none"> • Excellent verbal and written communication skills • Good organisational skills and attention to detail • Collaborative and flexible approach and ability to work well and effectively with all colleagues and students • A strong customer focus – demonstrating a thorough understanding of customer needs • Ability to work on own initiative • Ability to work under pressure while remaining calm and professional • Commitment to School's policy of equal opportunities and the ability to work harmoniously with colleagues and students of all cultures and background • Interest in digital content and marketing trends and innovation 	E E E E E E D

E-Essential: Requirement without which the job could not be done

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

Date compiled: September 2025

Salary and Conditions of Appointment

This post is permanent full-time 35 hours per week, 1.0 FTE. The post is available immediately. The salary will be on the LSHTM salary scale, Grade 6 in the range £45,097 - £51,156 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 "Wellbeing Days." Membership of the Pension Scheme is available.

LSHTM has a Hybrid Working Framework, which alongside agreed service requirements, enables teams to work more flexibly (if the role allows), promoting a greater wellbeing and work/life balance.

Application Process

Applications should be made on-line via our [jobs website](#). Applications should also include the names and email contacts of 2 referees who can be contacted immediately if appointed. Online applications will be accepted by the automated system until 10pm of the closing date. We regret that late applications cannot be accepted. 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", "Yes" or "No" will not be considered acceptable and will not be scored.

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.

Asylum and Immigration Statement

LSHTM 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 on the [government immigration rules page](#).