JOB DESCRIPTION

London School of Hygiene & Tropical Medicine

Job Title: Digital Communications & Web Officer
Department: Infectious Disease Epidemiology & International Health
Faculty/Central Service: Epidemiology and Population Health
Location: Keppel Street, London
Reports to: Senior Project Manager, Newborn Health. Accountable to PI Joy Lawn
Full Time/Part Time/Casual: Full-time
Grade: 5
Overall Purpose of the job: This post is responsible for digital communications and dissemination activities to increase awareness, engagement, and uptake of the Implementation Toolkit for Small and Sick Newborn Care (the *Newborn Toolkit* – www.newborntoolkit.org), a global public good co-created by NEST360 and UNICEF to support effective newborn care in low-resource settings and end preventable newborn deaths. The post-holder will be responsible for the day-to-day management, maintenance, and development of the Toolkit, ensuring the site is accurate, user-focused, accessible, and technically robust, taking responsibility for content creation, editing, publication, site structure, usability, and coordination with external suppliers to implement updates and resolve technical issues. The post-holder will implement a communications plan, curate and share tools, resources, and implementation learning, manage social media activity, webinars, and events, and supporting stakeholder and community of practice engagement and dissemination activities. The role involves close collaboration with two Newborn Toolkit Knowledge Management co-leads to deliver high-quality website, multimedia, and social media outputs, and with multiple internal and external stakeholders including the NEST360 Alliance (www.nest360.org) to contribute to wider NEST360 and Newborn Health-focused project activities as required. The post reports to the Senior Project Manager (Newborn Health) and is accountable to the Principal Investigator, Professor Joy Lawn

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.
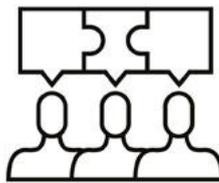
Our Values

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

FACULTY/DEPARTMENT INFORMATION

The Faculty of Epidemiology & Population Health

The Faculty of Epidemiology & Population Health (EPH) houses a large group of epidemiologists, demographers, statisticians and nutritionists working on major issues of importance to public health provision in the UK and globally. EPH employs approximately 560 people in five research departments.

- Department of Infectious Disease Epidemiology & Dynamics
- Department of Infectious Disease Epidemiology & International Health
- Department of Medical Statistics, which includes the Clinical Trials Unit
- Department of Non-communicable Disease Epidemiology
- Department of Population Health

The Faculty has a postgraduate teaching programme including eleven intensive MSc courses: Epidemiology, Demography and Health, Medical Statistics, Health Data Science, Public Health for Development (jointly with Faculties of Infectious & Tropical Diseases and Public Health & Policy), Nutrition for Global Health, Global Mental Health (jointly with Kings College London, Institute of Psychiatry), Reproductive & Sexual Health Research, Sexual & Reproductive Health Policy and Practice (online), Veterinary Epidemiology (run jointly with the Royal Veterinary College) and Climate Change and Planetary Health. There are also three distance Learning MSc courses: Epidemiology, Clinical 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.

THE DEPARTMENT

The Department of Infectious Disease Epidemiology and International Health conducts research on the epidemiology and control of infectious diseases, and other topics relevant for global public health. Work is carried out in low-, middle- and high-income countries, including in the United Kingdom, in close collaboration with country partners and global stakeholders.

The Department has research groups working on maternal, perinatal and child health; adolescent health; infectious diseases including HIV, tuberculosis, malaria and Neglected Tropical Diseases; vaccines; and humanitarian crises. Most staff have a disciplinary training in epidemiology or medical statistics, and a background in one or more of biology, medicine, mathematics, or social science.
The Department works closely with the Department of Infectious Disease Epidemiology & Dynamics.

The Department Heads are Professor Oona Campbell and Professor Sian Floyd.

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THE PROGRAMME

NEST360 (Newborn Essential Solutions and Technologies) Alliance is a 23-partner collaboration in five African countries (Malawi, Kenya, Tanzania, Ethiopia and Nigeria) to innovate, implement and evaluate a package to improve hospital care for small and sick newborns in Africa. LSHTM leads the complex evaluation with implementation research and an economic assessment. NEST360 is funded by five private foundations from 2019 – 2029 and the prime grant holder is RICE 360⁰. The PI at LSHTM is Prof. Joy Lawn.

THE NEWBORN TOOLKIT

LSHTM also lead the development and management of the NEST360 | UNICEF Implementation Toolkit for Small and Sick Newborn Care (Newborn Toolkit, 'The Toolkit'), a website resource hub for country-led small and sick newborn care implementation and associated global communities of practice. The Toolkit brings together tools, readings, and learnings to provide a one-stop site for implementers to learn, act, and share in order to improve neonatal health outcomes by facilitating access to relevant and context appropriate information in Low- and Middle-Income Countries (LMICs). Information in support of WHO norms and standards are systematically organised to enable implementation and reach every newborn. The Toolkit is an open-access, online resource hub and is intended as a global good hosted on a neutral domain, https://newborntoolkit.org.

The Implementation Toolkit for Small & Sick Newborn Care is facilitated by NEST360 and UNICEF, with contributions from >300 implementers around the world and steered by an Expert Advisory Team including representatives from WHO, Save the Children, AlignMNH and the Bill & Melinda Gates Foundation.

The Newborn Toolkit is designed with and for those involved in Small and Sick Newborn Care from all around the world, including:

- Parents and parent groups;
- Health workers, such as doctors, nurses, neonatologists and other relevant clinicians;
- Biomedical engineers, technicians and innovators;
- Policymakers and programme managers at sub-national, national and international level;
- International agencies and NGOs;
- Academics and educators; and
- Funding institutions and donors.

We are intentionally working to close language barriers, with resources available in 15 different languages. The Newborn Toolkit is currently accessible in two languages – English and French. Our ambition is to make The Newborn Toolkit available in other languages as we grow and develop further.

Main Duties and Responsibilities

Communications Delivery

- Develop, manage and implement communications and dissemination strategies and activity for the Newborn Toolkit (www.newborntoolkit.org) and allied awards.

- Manage and facilitate communications with relevant key stakeholders and audiences including NEST360 programme partners, ministries of health, government agencies, NGOs, the international research community, clinicians, health workers, LSHTM staff and students, and the wider general public.

- Develop and manage appropriate communications channels and platforms including the Toolkit website, email newsletters, videos, podcasts, social media, reports and other publications.

- Manage the dissemination and communication of scientific outputs, including publications in peer-reviewed journals and presentations at conferences and meetings, and work closely with NEST360, partners, and the LSHTM Press Office in the Communications & Engagement team on any associated press releases and media activity.

- Deliver a communications plan, including scheduling, publishing, and monitoring website and social media content.

- Collaborate with the NEST360 communications team to ensure website content, multimedia, and dissemination outputs are aligned with agreed programme strategy.

- Collect and analyse user engagement and uptake metrics; produce simple evaluation reports and use feedback to improve content and communications outputs.

- Plan, organise, and support dissemination events, workshops, webinars, and conferences to promote the Newborn Toolkit and share implementation learnings.

- Coordinate logistics, invitations, materials, and digital resources for events, liaising with internal and external stakeholders.

- Attend dissemination events as required to represent the Newborn Toolkit, capture learnings, and gather feedback from participants.

- Collaborate with communications and Knowledge Management colleagues to produce outputs summarising event findings for wider dissemination.

- Develop and maintain communications calendars, databases, activity logs, evaluation tools and reporting for funders, partners and management.

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Website Management – NewbornToolkit.org

- Take full operational responsibility for the day-to-day management of www.newborntoolkit.org and associated subdomains, ensuring all sites are accurate, up to date, user-focused, and technically functional.

- Create, edit, structure, and publish website content in line with user needs, accessibility standards, and web best practice.

- Continuously review and improve site navigation, information architecture, and page structure to enhance usability and engagement.

- Implement user engagement and uptake strategies, collecting and responding to user feedback to inform updates.

- Gather quotes, testimonials, or case studies from users for promotional and dissemination purposes.

- Manage content workflows including drafting, editing, uploading, version control, and scheduled updates.

- Act as the main point of contact for all website-related matters, liaising directly with external web developers, designers, hosting providers, and other suppliers.

- Manage, resolve or flag website and subdomain support issues, enhancements, logging issues, agreeing priorities, and ensuring timely resolution.

- Maintain documentation relating to the website and subdomains, including content inventories, update schedules, and supplier contacts.

Web Content, Writing, Knowledge Management & Editorial

- Work with academics, partners, and Knowledge Management Co-leads to write, commission, and edit clear, accessible content for the Toolkit, including guidance pages, blogs, news items, and updates, and for media outlets.

- Draft, edit and project-manage the production of reports and publications relating to the programme, including managing designers and other contractors, or using templates to design materials in-house.

- Collaborate with academics, subject experts, and programme teams to translate newborn health research and implementation learnings into practical, user-focused web content.

- Capture and collate implementation learnings from newborn health projects and programmes for dissemination to stakeholders.

- Source, curate, and maintain relevant tools, readings, and resources for inclusion on the Toolkit website.

- Ensure content is consistent in tone, style, terminology, and aligned with brand and messaging requirements.

- Manage programme inboxes and coordinate content-related actions.

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Usability, Analytics & SEO

- Monitor and analyse user behaviour using Google Analytics, Google Search Console and other tools to understand how the Toolkit is used.

- Apply SEO best practice to improve discoverability and reach of website content, including AI SEO.

- Use analytics insights to make practical, incremental improvements to content, structure, and user journeys.

- Produce short performance summaries to support reporting and content planning.

Brand, Design & Visual Content

- Apply and manage a consistent visual identity, style guide, and templates for Newborn Toolkit communications.

- Design or commission graphics, diagrams, and visual assets for the website, social media, and print materials.

- Manage digital assets, ensuring appropriate image use, licensing, and accessibility.

Multimedia & Short-Form Content

- Manage, develop, and produce multimedia resources, including images, short films, video clips, audio recordings, and other multimedia content.

- Coordinate filming, editing, and publication of multimedia content, working with suppliers where required.

- Ensure multimedia outputs are optimised for web use and accessibility.

Social Media

- Deliver day-to-day social media activity to promote the Newborn Toolkit, new content, and updates across relevant channels including X, LinkedIn, BlueSky, WhatsApp and others.

- Create, schedule, and publish social media content aligned with website updates and dissemination priorities.

Organisation, Problem Solving & Delivery

- Independently manage workload, prioritising website and subdomain maintenance, content updates, supplier coordination, and communications outputs.

- Troubleshoot content, website, and multimedia issues, implementing solutions directly where possible and escalating technical problems when required.

- Ensure all activity complies with applicable policies, accessibility standards, and data protection requirements.

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Other

- Participate in LSHTM's termly Communications Forum and liaise and network with other communications staff across our School.

- Collaborate with the **communications team at NEST360** to align Toolkit outputs with broader programme strategy.

- Work closely with **two Knowledge Management co-leads**, contributing to the delivery of knowledge management, dissemination, and content priorities.

- Liaise with academics, subject experts, external suppliers, and LSHTM professional services colleagues as required.

- Liaise with relevant programme staff and students who have a role in communications to ensure they are supported where necessary, and have access to useful resources, such as newsletter templates, social media guidance, etc. (maintained and improved by the post holder).

- Ensure all activities are consistent with Toolkit policies, branding and key messages.

- Some international travel to meetings and dissemination events may be required.

- Additional language skills in French or Portuguese would be helpful, but not essential

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).

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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	• Higher education to degree level or equivalent, with substantial relevant experience of working in media and communications within a higher education, global and public health, or science environment.	E
	• Evidence of continuing professional development in communications, digital media, or related areas.	D
Experience	• Excellent written and oral communication skills in English, with the ability to present information clearly and compellingly to technical and non-academic audiences.	E
	• Proven experience managing communications for projects or programmes, including websites, social media, multimedia content, and other communications outputs (guidance, blogs, news updates, reports, policy briefs).	E
	• Hands-on experience managing websites and content management systems (e.g., WordPress), including content creation, editing, publishing, subdomain management, and troubleshooting.	E
	• Experience managing social media accounts and using analytics and design tools (e.g., Google Analytics, Photoshop, InDesign) to engage target audiences.	E

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	• Experience supporting, attending, or delivering dissemination events, workshops, or webinars.	E
	• Experience translating technical or academic material into practical, user-focused resources, capturing implementation learnings, and sourcing user quotes or case studies for dissemination.	E
Knowledge	• Knowledge of digital communications principles, website management, and multimedia production within public/global health or academic contexts.	E
	• Knowledge of digital communications best practices, including web accessibility, SEO, user engagement, and visual branding/multimedia production.	E
	• Excellent organisational skills with the ability to coordinate and prioritise a complex workload, meet multiple tight deadlines, and manage projects to deliver successful outcomes.	E
	• Understanding of public/global health research and public engagement principles, including funding mechanisms for university research.	D
General	• Methodical, organised, accurate, and able to cope well under pressure.	E
	• Excellent interpersonal skills, including working in multicultural and multidisciplinary environments, and communicating/negotiating at all levels.	E
	• Proven ability to use initiative and judgement to anticipate potential issues and solve problems.	E
	• High personal motivation and flexibility; ability to work independently and as part of a team.	E

	• Ability to collaborate effectively with internal and external teams, work independently or as part of a team, and represent the project at dissemination events or stakeholder meetings.	E
Other	• Written and oral communication skills in French or Portuguese (or other relevant languages) to support dissemination and stakeholder engagement.	D
	• Willingness to travel	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: 12/2025

Salary and Conditions of Appointment

The post is fixed-term for 12 months and is full-time, 35 hours per week, 1.0 FTE. The post is funded by the Bill and Melinda Gates Foundation (BMFG), the Children's Investment Fund Foundation (CIFF), and the ELMA Foundation, and is available immediately. The salary will be on the LSHTM salary scale, Grade 5 scale in the range £ 39,984 - £ 45,728 per annum pro rata (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 operates a Hybrid Working Framework which, alongside agreed service requirements, enables teams to work more flexibly where the role allows - promoting wellbeing and a better work/life balance. Please note that roles based in London are required to work on-site a minimum of two days per week.

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 but due to the salary range for this role not meeting the UKVI requirements, only applicants under certain circumstances may qualify for sponsorship for this role. Please refer to the details on the Skilled Worker

visa pages to check if you are able to be paid below the [general threshold](). Please indicate this in your application and proceed if you are able to meet the requirements.

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]().