

## **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 £140 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 55,000 participants globally.

The School 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. We ranked 21st for medicine in the 2018 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.

## JOB DESCRIPTION



<b>Job title:</b>	<b>Web &amp; Digital Manager</b>
<b>Department:</b>	Communications & Engagement
<b>Reports to:</b>	Head of Communications & Engagement
<b>Grade:</b>	PSP6
<b>Location:</b>	Keppel Street
<b>Job purpose</b>	
<p>The Web &amp; Digital Manager oversees LSHTM's external web presence, ensuring it meets our business and communication objectives. They advise on new web, audio and video solutions, and on working with third parties where appropriate.</p> <p>Reporting to the Head of Communications &amp; Engagement, the post holder works closely with colleagues in the team, in IT Services and across LSHTM, to develop the LSHTM.ac.uk website, intranet, digital content and online communications, in line with our <a href="#">strategy</a>. They will ensure that the website enhances LSHTM's national and international profile, and supports its day-to-day operations. They line manage the Digital Content Officer and Web Editor.</p>	

### Main duties and responsibilities

#### MANAGEMENT & STRATEGY

- Overseeing the award-winning lshtm.ac.uk web presence and user experience.
- Managing the governance of the LSHTM web and intranet presence, including permissions for content owners and editors, evaluation, and annual content audits.
- Coordinating the Digital Steering Group, advising on web projects, overseeing LSHTM's Digital Action Plan and delivering key projects within it.
- Facilitating and assisting colleagues across LSHTM to produce engaging digital content (including video, podcasts, infographics, GIFs, VR tours, photography) in an efficient and cost-effective manner. This includes working internally with Centres, Faculties, MRC Units and professional services departments, and commissioning and working with external specialist suppliers.
- Managing the Web Editor and Digital Content Officer.
- Managing relationships with third-party suppliers of web and multimedia (including video and podcasts), and advising on the use of these and potential new suppliers, including assistance with preparing briefs and with reviewing bid and tender documents for the

centrally managed LSHTM channels and for projects and groups across LSHTM who require bespoke content / web presence.

- Managing the delivery of web projects – working closely with relevant departments and stakeholders throughout LSHTM, external suppliers and sometimes external collaborators.
- Overseeing and advising on the design and development of new websites, ensuring they are consistent with LSHTM guidelines.
- Managing a website maintenance budget - and working with IT or external suppliers to identify areas for improvement and prioritise new web developments accordingly.
- Evaluating and proposing solutions to improve the user experience across all popular platforms and devices.
- Managing LSHTM's web forum, coordinating staff across LSHTM to share best practice, learn new digital skills and generating ideas to enhance LSHTM's web presence and digital content.
- Actively contributing to weekly editorial and management meetings within the Communications & Engagement team to innovate and develop new ideas for LSHTM's strategic campaigns and projects.
- Integrating the web and digital activities of LSHTM's MRC Units in The Gambia and Uganda, facilitating shared learning and development.
- Management of the web development budget, ensuring continuous improvement of lshtm.ac.uk and prioritisation according to LSHTM's strategic key objectives.
- Ensuring content managed by others on lshtm.ac.uk meets editorial standards and brand guidelines.

## CONTENT

- Developing engaging, high-quality accessible content for the website, and commissioning and editing such content from colleagues across LSHTM.
- Working with colleagues to facilitate the publication of news and events information on the website and other digital platforms such as social media.
- Ensuring all web and digital content is fit for purpose, up-to-date, accessible, GDPR compliant and consistent with agreed standards, visual identity and style guide.
- Providing and facilitating training to colleagues across LSHTM in web and digital communications and content management systems (including Wordpress and Drupal); developing guidelines and other supporting materials as appropriate.
- Managing public-facing video content, including storage and delivery channels, working closely with the Multimedia team. Assisting in the production and editing of videos when required.
- Working with the Marketing & Communications Manager on production of our award-winning 'research in action' feature series, which includes a range of multimedia content.

- Advising on internal and externally commissioned photography (the Digital Content Officer is LSHTM's in-house photographer) and ensuring images are stored according the best practice in our digital asset bank.

## EVALUATION

- Regular monitoring and evaluation of website success through analytics, internal evaluations and other means, and reporting against an agreed framework annually for LSHTM's Management Board
- Supporting the Student Communication & Engagement team to ensure key user journeys and marketing campaigns are being tracked and evaluated effectively
- Keeping abreast of web content developments in other higher education institutions (including those outside the UK) to ensure the website remains competitive.

## OVERALL

- Day-to-day management of the website – working with external suppliers or IT to resolve issues in a timely manner.
- Any other duties that may be appropriately delegated by the Head of Communications & Engagement.

## Person Specification

### Essential

- Proven experience of managing complex websites, including effective communication with stakeholders and the creation and commissioning of web content
- Experience of creating and editing web content to a high standard using a variety of web content media including written text, images, audio and video, particularly for the presentation of scientific research material
- Proven line-management experience
- Experience of working with a Drupal content management system, to maintain web content
- Excellent editing and writing skills, including a high level of accuracy and excellent spelling, punctuation and grammar
- Good understanding of current trends in web communications, digital media and social media
- Excellent project management skills
- Good knowledge of web usability principles and user-focussed design
- Thorough understanding of GDPR, legal and accessibility issues relating to the use and storage of digital content (including photography) with knowledge of the relevant legislation
- Experience of developing and managing web communication projects and campaigns
- Understanding of how to optimise content for search engines (SEO)
- Demonstrable experience of developing creative content that achieves strategic goals

- Proven ability to work under his or her own initiative and also collaboratively
- Excellent interpersonal skills including the ability to establish and maintain effective working relationships with individuals across an organisation
- Experience of evaluating website performance and business objectives using Google Analytics or other evaluation packages
- Experience of working with senior office holders, including managing expectations

### **Desirable**

- Experience of working in a higher education, health or international development environment
- Experience of video editing (eg Final Cut Pro / Adobe Premiere)
- Project management qualification (eg Agile)
- Budget management experience
- Experience of digital asset management systems

### **Generic duties and responsibilities of all 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, Head of Communications, or the Director of External Relations.

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](http://www.ukba.homeoffice.gov.uk/employers/points)