



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Communications Assistant

Department/Division: Residential and Catering Services
Coordinator

Accountable to: Communication

Competency	Criteria	E/D
Knowledge and Experience	• Experience of creating strong, engaging social media content	E
	• Knowledge of social media management software (ideally Sprout Social or Hootsuite or Monday.com), newsletter software (MailChimp) and website content management systems.	D
	• Digital communications literate - especially Adobe and other design software for photography (Canva) and video content (Capcut).	E
	• Good understanding of quality online and offline communications.	E
	• Previous knowledge of LSE Residential and Catering Services division.	D
	• Demonstratable experience of high standards of accuracy and attention to detail.	E
	• Knowledge of the latest popular Instagram / Tik Tok style trends and ability to identify ways to promote the Food at LSE and Retail brand and services	E
Communication	• Excellent written communication skills with ability to communicate clearly across different audiences.	E
	• Ability to simply complex information into an attractive manner for student communications.	D
Service Delivery	• Experience of delivering excellent student and customer experiences.	E



Liaison and Networking	• Experience of liaising and communicating with different departments, divisions and teams.	E
Initiative and Problem Solving	• Ability to know when to escalate issues. • Experience of prioritising tasks when working in a busy environment.	E E
Teamwork and Motivation	• Experience of having participated in and contributed to a team. • To be able to work on own initiative.	E E
Environment Sustainability	• Support the LSE's environmental policy to improve overall performance and help it achieve its stated environmental objectives and targets.	E

E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.