



## Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

**Job title:** Communications Assistant

**Department/Division:** Residential and Catering Services  
Coordinator

**Accountable to:** Communications

### Job Summary

The Communications Assistant will assist our Division's Communication team and Residential Life teams to create highly engaging content across our website, social media, email communications and digital screens, regularly featuring on camera. The role will also assist with creating printed materials including posters, merchandise and other branded assets.

We are looking for someone who will continually research and propose new ideas so that we stay up-to-date, relevant and highly engaging – we're always open to new ideas.

### Duties and Responsibilities

- Create a plan of social media campaigns and content for approval of the Communications Coordinator.
- Create weekly engaging content for our social media channels and be featured on the channels.
- Keep up to date with the latest Instagram / Tik Tok and emerging platforms trends.
- Use social media management software (Monday.com) to schedule content, respond to enquiries, analyse trends and check regular insights reports.
- Assist with creating planned newsletters, formatting important events related promotions.
- Create, film, edit and upload content to our Residential Life online platforms working with Wardens, Subwardens, Hall Committees and ResLife Content Creators to ensure content is highly engaging.
- Work closely with the ResLife Content Creators to provide feedback and support for their submitted content and training workshops.
- Make use of digital camera and video recording equipment to produce professional photography, video and audio content for social media, vlogs and other channels.
- Prepare assets for online and offline content including editing images, video editing and audio recording.
- Meet with Communications Coordinator and Marketing and Communications Manager on a regular basis to review planned content, propose new ideas and feedback on insight reporting.
- During busy periods, assist with responding to enquires in our social media inboxes replying in a timely and professional manor.



### **Flexibility**

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

### **Equity, Diversity and Inclusion (EDI)**

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

### **Ethics Code**

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

### **Environmental Sustainability**

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.