

LSE Africa Summit

Recruitment – Co-Director

Job Title: **Co-Director: Media & Marketing**

Start Date: October 2020

Summit date: March/April 2021

Application deadline: 13 September 2020

Remuneration: Voluntary

**** Applicants must be currently enrolled as a student at the LSE ****

About the LSE Africa Summit

The LSE Africa Summit is a two-day Conference focused on addressing the salient issues facing the African continent. The LSE Africa Summit brings together political, research and business leaders – those pushing Africa to the forefront of the global agenda – to engage with the pertinent themes of health, education, business, and governance on the continent.

About the Role

As Co-Director, you will lead all efforts of the team alongside your other three colleagues, taking an interest in all aspects of planning the event from the onset. Naturally, this is a more challenging role that requires far greater responsibility than any other on offer. While your role has a specific focus on media and marketing, the role of codirector is all-encompassing meaning that you may assume all roles at one point or another over the course of the cycle.

As the co-director leading media and marketing, you will be primarily responsible for developing and executing the media and marketing strategy (online & offline), enhancing the exposure and reach of the Summit. You will do this with your fellow co-directors and the media and marketing team, identifying target audiences and participants (size and type). You are responsible for the general branding, promotional activities to drive ticket sales, and communication(s) of the summit, both internally (i.e. within the team) and externally. You will also be required to develop savvy media partnerships. This will involve working with LSE institutions to promote the Summit at LSE such as Internal Communications, LSESU, LSEACS, Communications/Event officers of LSE Departments, among others. You will also be required to develop partnerships with other African and Africa oriented student and professional communities in London and the UK. Close cooperation with your fellow co-directors is essential.

Key Responsibilities

While Co-Directors will be involved in the management of all aspects of the production, the following are of even more significance:

Theme & Direction

Prior to joining the team, we expect that you have thought through a few potential themes that are relevant and on topic to current trends in African development. You will be required to give initial direction for the wider team to brainstorm in collaboration with the other co-directors, as well as finalising after receiving options from the team at large.

Finance: The delivery of the event ultimately rests on the funding that is secured towards it. As you will be heavily involved in fundraising; as part of your application we would like to know your funding plans for the Summit, as well as any contingencies should these fall through.

As co-director with the lead on media and marketing, the following are also very important

Branding and Marketing

- Develop a media and marketing strategy with your team and co-directors that will be shared with the wider team
- Track media engagement, monitor and drive ticket purchases, adjusting strategies as needed
- Ensure all marketing content (messaging, graphics, etc.) is of premium standard and aligned with the overall Summit agenda at each stage
- Organise the design, printing and circulation of promotional materials (i.e. sponsorship brochures, fliers, banners etc.) in accordance with LSE branding regulations
- Write and collate content for the summit brochure/magazine
- Liaise with members of the LSE Design & Reprographics Units in the preparation of accessories for the summit (i.e. brochures, branded goodie bags, pens, notebooks etc.)

Digital Media

- Develop a social media strategy alongside the Co-directors and oversee the running of the summit's social media accounts
- Develop a social media timetable along with your team from Day 1 to the end of the Summit
- Organise the updating and collation of content for the Summit website, based on the 2019 theme
- Ensure the website is maintained and regularly updated with relevant information

Media liaisons

- Develop media and marketing partnerships within LSE, London, the UK, and Africa to promote and cover the Summit
- Send out press releases to journalists, on newsworthy details about the summit

Team communication & Internal Affairs

- Develop a budget for media related activities alongside head of finance
- Manage and delegate tasks to members of the media team members including appointing a team lead to assist in organising the activities of your team
- Plan and lead meetings for the wider team and the marketing team
- Ensure timely progression of your team towards major deadlines and fill gaps where necessary
- Work alongside speakers and other teams in developing content for marketing

Key Abilities Required

- Excellent leadership skills and people management
- A creative and analytical thinker who has some experience in developing and executing media and marketing strategies
- A visionary and self-starter: the ability to develop ideas, create work plans and set strategic direction for yourself and the team
- An excellent communicator, able to develop ideas, messages, and stories to promote the summit theme, write and edit content for the summit

- Competence and confidence to engage media partners and journalists
- Cursory or some knowledge of website and digital platforms is desirable
- Resilience to perform under pressure and deliver results
- Knowledge of mainstream media desirable
- Excellent time management skills - be able to effectively balance studies with a full-time commitment to Summit responsibilities
- Strong commercial and political awareness
- Some experience with graphic design (e.g. Canva, or Photoshop/Illustrator/similar software) is not essential, but would be ideal
- Some experience with WordPress sites is not essential, but would be ideal
- Some experience in all the key areas of the Summit (i.e. sponsorships & finance, media, logistics etc.)
- Skilled multitasker
- A relationship builder, collaborator, and team player
- Professional work experience is desirable but not required

Why should you apply?

- This is an opportunity to exercise or learn corporate communication to an already respected brand that is the LSE and the summit itself
- A chance to network with leaders across various disciplines who will come to the summit as speakers, sponsors or delegates
- Enrich your knowledge on Africa's most pressing issues, while obtaining substantive work experience on issues related to the continent
- Build important relationships who could potentially become your mentor, colleagues and peers
- Remain close to the industry, developing and influencing high-level contacts
- Be part of an engaged and ambitious team to enrich your LSE experience

Please submit your CV and a short cover email outlining your suitability for the Summit and the role to africasummit@lse.ac.uk with the subject line *Application for Summit Co-Director: Media & Marketing* by 13 September 2020.

Thank you for your interest. We look forward to hearing from you!

NB: We would like to stress that this is a demanding role and whoever is applying for this must be committed and dedicated to the summit and the workload attached to this role. As we are all students and have our academics to focus on, it is important that the candidate is aware of the time demand for this role and must be able to effectively manage his/her time so that neither the summit nor academics negatively impact on the other. Finally, whilst we intend to deliver this event in its physical form, as the COVID-19 situation develops it is possible that this event could move to a digital-only platform, which may require more time to plan for this contingency.