

## **Recruitment - Media & Communications Team**

Job Title: **Head of Media and Communications**

Start Date: October 2018

Summit date: April 2019

Application deadline: 28 September 2018

Remuneration: **Voluntary**

**\*\* Applicants must be currently enrolled in 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. It 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. This year, the keynote was delivered by H.E. Nana Akufo – Addo, the President of the Republic of Ghana. More information on the summit can be found at <https://lseafricasummit.org/>

### **About the role**

The Head of Media and Communications is primarily responsible for the general branding, promotional activities and communication(s) of the summit, both internally (i.e. within the team) and externally. You will report to the Co-directors and work closely with heads of all the other teams to ensure a successful execution of the aforementioned tasks. As Head of Media and Communications, you will manage a team of media coordinators.

### **Key Responsibilities:**

#### ***Branding and advertising***

- Develop a communication strategy that will be shared to the Co-directors and team
- 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 Unit in the preparation of accessories for the summit (i.e. branded goodie bags, pens, notebooks etc.)

#### ***Media liaisons***

- Secure media partners to promote and cover the Summit
- Send out press releases to journalists, on newsworthy details about the summit

#### ***Digital Media***

- Organise the re-design and collation of content for the Summit website, based on the 2019 theme
- Ensure the website is maintained and regularly updated with relevant information
- Develop a social media strategy alongside the Co-directors and oversee the running of the summit's social media accounts

### ***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

### **Key abilities of the applicant**

- A creative and analytical thinker who has some experience in developing and executing media relation and communication strategies
- An excellent communicator, able to develop ideas, messages and stories to promote the summit theme, write and edit content for the summit, and the confidence to engage media partners and journalists
- Cursory or some knowledge of website and digital platforms is desirable
- Strong organisation and time management skills, to balance summit duties and academics
- Resilience to perform under pressure and deliver results
- Ability to lead and manage a team
- A keen eye for detail
- Knowledge of mainstream media desirable but not essential

### **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](mailto:africasummit@lse.ac.uk) by 28 September 2018.

*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.***

