

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

Job Title: **Media Coordinator(s)**

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:**

As a media coordinator, you would work closely with and report to the head of media in executing the media strategy. This role requires writing, designing and ability to conceptualise communication hacks that are targeted to raise the profile of the summit and attract attendance on marketing platforms such as social media and newsletters. As the day of the summit draws closer, you will be actively involved in the production of the summit brochure as well as the summit's promotional material.

### **Duties**

- Generally, implement the communication strategy as communicated by the head of Media and the co-directors
- Update the social media pages of the summit (Twitter, LinkedIn, Facebook, Instagram)
- Take minutes of all team meetings and share the meetings with the team members
- Manage the knowledge and document preservation such as organising the summit's Google Drive, storing magazine designs among others
- Sending email newsletters and marketing
- Drafting press releases to media in the continent and the UK
- Responding to queries from clients on email and social media.
- Collaborate with the speakers' and business development team to publicise profiles of the speakers and sponsors
- Follow up with the designers to ensure deadlines are met for magazines, and other promotional accessories (branded pens, name tags, lanyards)

**Key Characteristics of Applicant**

- Creative with basic to intermediate skills to use online graphic design tools such as Canva
- Enthusiastic about communications about Africa and its development
- Familiar with social media scheduling apps such as Hootsuite, Tweetdeck
- Excellent time management and organisation skills;
- Excellent communication skills;
- Team player;
- Flexible and ability to think on one's feet

**Why Should You Apply?**

- Be part of an engaged and ambitious team;
- Develop your event planning and project management skills;
- Develop your leadership and communication skills;
- Network opportunities within the LSE and beyond. You will also have the opportunity to engage with pioneering business and/or research personalities working in and on Africa.

Submit your CV and a short cover e-mail outlining your suitability for the Summit, and the role to [africasummit@lse.ac.uk](mailto:africasummit@lse.ac.uk) by 28 September 2018 with the subject "Media Coordinator"

*We will be glad to work with you!*