



# Director of Communications

## Job Description

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London . Brussels . Geneva



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## LSE 2030

Shape the world



Our strategy lays out the guiding principles and commitments that will help us shape the world's future, and achieve our ambition of being the leading social science institution with the greatest global impact.

LSE opened its doors in 1895 with three rooms and 200 students. Today more than 11,000 students study for degrees at our central London campus, while over 40,000 more learn by visiting us or remotely. But while much has changed, one thing remains constant: our commitment to the original vision of LSE, as “a community of people and ideas, founded to know the causes of things, for the betterment of society”.

As we look to the future, we do it as an internationally renowned institution, with a reputation for excellence in teaching, research and public engagement in the social sciences. What happens at LSE has the potential to be world-changing – and in these turbulent times, the social sciences are needed more than ever.

As a proud LSE alumna, I am incredibly honoured to have the responsibility of leading the School and helping to shape its future. I relish the opportunity for LSE to lead by example through the coming years, and to use our unique strengths to actively contribute to positive change in the world.

For more information, please do visit us on campus or follow our progress at [lse.ac.uk/2030](https://lse.ac.uk/2030).

Dame Minouche  
Shafik  
LSE Director

Find out more [lse.ac.uk/2030](https://lse.ac.uk/2030)



## Our guiding principles

Understand today,  
influence tomorrow

Our vision is clear, but there are challenges to overcome: our world faces economic uncertainty, political divisions, social transformations and a tide of anti-intellectual sentiment. In this context, our guiding principles are crucial and will shape our decision-making in the years ahead.

### **Sustain excellence through an inclusive and diverse community**

We will draw together talent from all places and backgrounds, diversifying our faculty and widening access for students to ensure LSE is a vibrant and stimulating place to work and study, where different perspectives thrive through robust but respectful debate.

### **Extend our impact and reach**

We will use our convening power to bring global leaders, innovators and change makers together to tackle difficult issues and deliver meaningful benefit to individuals and communities in all parts of the world. We will collaborate with local, national and international partners to forge new connections and challenge old ways of thinking, involving our alumni, friends and partners in the debate.

### **Ensure a sustainable future**

We will lead the way in building a sustainable future for the social sciences, by upholding rigorous standards of enquiry, securing funding for research and scholarships, diversifying our income and making the best possible use of our resources.





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# The Role – Key Points

Job Title: Director of Communications

Department: Communications

Accountable to: Chief Operating Officer

Location: London

Salary: £Competitive Salary

This search is being managed by Ellwood Atfield.





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# Job Summary

The Director role is responsible for the promotion of the LSE both nationally and internationally and will work at executive level as well as manage a strong and talented team of staff delivering communications across a wide range of media internally and externally. The post holder will work with the Director and the School Management Committee and other senior leaders to develop a wide ranging and robust network of communications.

Being an outstanding and innovative leader to work with the School Management Committee on enhancing our communications, public relations, marketing and corporate affairs to support the continued drive for the School as a global destination institution, attracting the best students, academics and staff and continued engagement with alumni and partners.





# Duties and Responsibilities

- Leading and implementing a strategic institutional communications strategy and platform in partnership with the School Management Committee (SMC).
- Developing a cohesive and integrated communications strategy that will advance the reputation of LSE across its key global stakeholder groups. These groups will be identified in collaboration with the School Director, Director of Philanthropy and SMC
- Developing strategic communications frameworks that increase the global reach and impact of the School and enhance the institutional reputation and global brand;
- Acting as a strategic advisor to the School Director and School Management Committee on all matters affecting the reputation of the School over the short, medium and long term
- Ensuring the School communications and partnership activities reflect and promote key School strategies, such as the 'Education for Global Impact', 'Research for the World' and 'LSE for Everyone' strategies;
- Developing a communications framework that enables and empowers internal stakeholders to engage externally while amplifying the corporate reputation of the School.
- Leveraging the LSE brand to proactively provide tailored and segmented communications to our internal and external audiences, in different regions of the world, integrating with the objectives of Philanthropy & Global Engagement and the School.
- Overseeing the further development of communications and events management within the School, so that delivery and resources align closely with institutional plans;
- Advising the Director and other individual members of the School Management Committee on specific communications and media-management issues;



# Duties and Responsibilities - cont.

- Leading the development and delivery of a wide-ranging internal communications strategy, which facilitates the proper communication of key School messages, whilst providing an effective voice for staff, students, alumni and partners.
- Leading on the development of key digital innovations on communications within the School utilising multiple channels to engage our diverse communities and audiences.
- Building capacity in internal communications management within the institution, ensuring best practice is identified and leveraged across the School working closely with stakeholders;
- Actively contributing to the School's School Management Committee as an expert advisor and to help embed effective communications management at the heart of institutional development and core activities;
- Providing leadership and direction to the Communications Divisions, reflecting the attributes and competencies expected of a senior manager within the School;
- Representing the School externally in a professional and enthusiastic manner, continually promoting the School as a beacon of educational and research excellence
- Building the reputation of London School of Economics amongst policy makers and the Office for Students as a proactive and facilitating force for a variety of shared, common objectives.



# Duties and Responsibilities - cont.

## 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.





# Duties and Responsibilities - cont.

## 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.





# Person Specification

## Knowledge and Experience

- Record of substantial achievement in communications and marketing in universities or other complex organisations
- Educated to at least bachelor's degree level
- Experience of working overseas or with people from major world regions
- Good knowledge of Higher Education, both in the UK and globally
- Substantial experience of communications to support culture change, digital communications and business strategy
- Demonstrate the knowledge, skills and confidence so to be seen as others as a specialist

## Communication

- Communication skills of the highest order in written and oral English
- Ability to translate complex and technical ideas into prose accessible to non-specialists
- Excellent presentation skills



# Person Specification – cont.

## Teamwork and Motivation

- Ability to inspire, coach and mentor teams to optimise performance and build capabilities
- Ability to promote positive and open working relationships, co-operating and liaising with others to achieve goals. Building and maintaining an environment of cooperation and trust within team(s)

## Liaison and Networking

- Ability to build and use effective relationships with a decentralised academic community
- Ability to build and use effective external networks including in media, policymaking and other key audience areas
- Ability to build relationships with internal and external stakeholders that inspire trust and respect. Developing and maintaining those relationships in line with the Schools values and beliefs and so influencing them to 'make things happen.'

## Service Delivery

- Ability to deliver heavy workload under sustained pressure
- Strong understanding of communications strategy, channel and effective deployment to support business strategy
- Turning plans into successful implemented actions, on time and on forecast



# Person Specification – cont.

## Decision Making

- Ability to take important decisions and be accountable for them
- Experience of providing first-rate judgement on all issues of professional and managerial concern
- Defining and applying a consistent approach to communication and maintaining professional and ethical standards

## Planning and Organising Resources

- Ability to take a long-term view about workforce requirements and to shape workforce plans to reflect both current and emerging needs
- Ability to plan, co-ordinate and maximise resources in an effective way that meets the needs of a changing environment and realises the objectives of the School
- High standard of planning skills, together with a sense of urgency and ability to deliver results



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# About Ellwood Atfield

We are the communication and advocacy headhunters.

This role is being managed by Ellwood Atfield's *Leadership Team*. Our expertise is working with Executive Committees and Boards of organisations. Our service secures the best suited and most talented communications and advocacy professionals to join their Strategic Leadership Teams.



Tom is a Director and member of the Ellwood Atfield Board. His headhunting experience spans two decades, through all of which he has specialised in working with Corporate Communications and Public Affairs professionals. He is a member of the Leadership Practice at Ellwood Atfield, a team of Directors whose insight is focused on senior level consultation and search.



Dani specialises in senior executive, board and advisory roles across the Corporate Affairs, Communications and Sustainability functions. She has over 20 years' headhunting experience having worked for global executive search firms and smaller boutiques.

LSE



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