



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

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: IGC Digital Communications Manager (Maternity Cover)

Department/Division: International Growth Centre
Accountable to: Director of Communications and Partnerships

Job Summary

The International Growth Centre (IGC) is a set of country teams across Africa, South Asia and the Middle East working with governments to drive inclusive and sustainable growth. Supported by a world-leading research network and directed by the London School of Economics, Addis Ababa University (AAU), Lahore University of Management Sciences (LUMS) and Oxford University, we inform policy that changes lives.

Role Summary

The Digital Communications Manager will play a crucial role in promoting IGC, its ideas for growth, research findings, and policy advice to IGC's key audiences through our digital products and platforms, and social media channels. Managing external contractors, they will drive IGC's digital communications activities. The role will support the IGC's transition to a decentralised, digitally enabled communications approach, helping country teams to communicate effectively and independently through accessible digital systems, templates, workflows, and guidance. The role will also lead the adoption of AI-supported and automated communications workflows.

Duties and Responsibilities

IGC Digital Communications

- Design and implement a new decentralised digital strategy, training and enabling country teams to contribute to the website, build their social media presence and create digital content.
- Have overall responsibility for IGC content across our digital platforms, including social media and the IGC website.
- Feed into the IGC's communications strategy, ensuring that digital plans contribute.
- Introduce a digital delivery framework, including agile methodologies and an internal ticketing service.
- Develop a culture of user-led, data-driven decision-making digital analytics tools.
- Work with the Communications Team and country teams to develop and implement tailored communications plans for key IGC events and campaigns, including digital plans where appropriate.
- Ensure the IGC website is designed and structured for high levels of engagement including by designing and launching a streamlined, content-first "front of shop" website and supporting the transition away from the current research repository model.
- Produce digital copy and content, including film, audio and other creative assets.



- Monitor and report on performance on digital communications indicators and metrics for donors.

Digital strategy

- Create and implement digital strategies and campaigns, including our social media strategy across channels incl. Facebook, X, LinkedIn and Instagram.
- Foster best practice in digital product development and digital marketing.

Digital content for website and social media

- Implement AI solutions for IGC-wide digital content generation.
- Lead on day-to-day management of digital content and be first point-of-contact for content requests and scheduling website updates.
- Ensure content is written in plain English.
- Optimise content for SEO, GEO and AEO.
- Design graphics and content for social media and film and edit video digital content (including repurposing live event content into social media reels and short form video).
- Lead on developing our e-newsletter programme using Mailchimp.
- Identify and build relationships with social media influencers to promote messages and work.
- Lead UX design for the IGC website, mapping user journeys across our digital platforms.

Data-led reporting and decision-making

- Use data-led insights to support continuous improvement of our website content through digital analytics tools (incl. GTM, GA4)
- Lead on creating digital reports and turning data into actionable insights that grows our digital engagement.

Digital governance and project management

- Introduce a digital delivery framework, based on website development best practice and agile methodologies.
- Lead on designing and facilitating digital workshops (e.g. for planning, review, retrospectives).
- Develop and manage the governance process for updating and maintaining website content.
- Knowledge of policies, guidelines and laws governing digital work, e.g. GDPR.

Additional support

- Provide digital support for hub-led events.

Management

- Manage our website management agency and other digital agencies.
- Manage the digital communications budget, working with the Director of Communications and Partnerships.
- Manage procurement of digital communications services and suppliers, working with the IGC's contracts team and the Director of Communications and Partnerships as appropriate.

General

- To be an active member of the Communications team.
- To build and maintain up to date knowledge of IGC's work and development issues.
- Take an interest in and advise on AI and emerging technologies, and their use in communications.

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



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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.

Free Speech

[The Code of Practice on Free Speech](#) outlines the responsibilities of LSE to protect and promote freedom of speech and academic freedom within the law for students, faculty, staff, and visiting speakers. It applies to all activities on LSE premises and those conducted in the name of the School or LSE Students' Union at any location. The Code confirms that LSE does not take formal positions on political or international issues but provides a platform for critical debate within the law, taking account of the various legislative requirements and the context provided by policies and procedures. Procedures are set out in the Code on how events must be arranged and conducted.