

## Marketing and Communications Officer

<b>Reports to:</b>	Marketing and Communications Manager
<b>Line management responsibilities:</b>	None
<b>Key relationships:</b>	Engagement team (Admissions and Enquiries) Programme Leaders Personal Assistants Academic Events Manager Fundraising Manager
<b>Location</b>	LST, Green Lane, Northwood, HA6 2UW

### London School of Theology

London School of Theology (LST) has been providing academic evangelical theological education since 1943. It is committed to serving the Church globally and training Christian disciples who transform wider society through their life and witness. We are at an important moment in the life of the school as we implement a bold 5-year strategic plan based on a core vision of **‘Forming Disciples, Resourcing Churches, Impacting Society’**.

### Overview of the role

LST is looking for a **Marketing and Communications Officer** who will play an integral and proactive role, positioned within LST’s Engagement team.

The Marketing and Communications Officer is a crucial role in supporting the delivery of our strategy to increase student recruitment and elevate LST’s profile as a prestigious theological institution. The successful post-holder will support the Marketing and Communications Manager and work alongside key stakeholders to organise and seek creative ways to improve LST’s visibility, both internally and externally.

**A core part of this role will focus on digital marketing and advertising.** The post-holder will demonstrate creative skills with a confident knowledge of using social media, e-mail marketing platforms (Mailchimp) and design software (Canva or photoshop) to create, deliver and distribute engaging content in line with LST’s branding. It is essential that the postholder is IT confident and has a proficient knowledge of Microsoft Office, particularly Outlook, Word and PowerPoint.

### Key Responsibilities:

The following key tasks are indicative of the role. The list is not exhaustive, and tasks may be amended, added or removed in response to changing requirements or in line with the skills and experience of the post holder:



### Content Creation and Branding Consistency

- Support in creating engaging, eye catching, imaginative social media campaigns that work across owned and earned channels, to raise the profile of LST and encourage sign-ups to open and experience days and other LST hosted events.
- Collecting testimonies, stories, photographs, and video content to support external communications.
- Copy writing, proofing, tone of voice checks across marketing materials.
- Developing and implementing LST Branding; being a brand champion across all elements of work.

### Merchandise and Print

- Manage the stock levels of LST merchandise and printed materials.
- Manage the ordering process of these items, communicating with existing and new suppliers to obtain the most competitive quotes.
- Liaise with the designer and key staff to work on the graduation booklet and Prospectus.

### Website Management

- Regularly making updates to LST's website(s) (Wordpress) which include but not limited to:
  - Updating and improving the content placement of webpages, ensuring that the website is organised and made accessible for its users.
  - Updating weblinks, policies and documents as and when needed.
  - Ensuring staff profiles are up to date.
  - Uploading new content: videos, resources, events and news items.

### Internal Communications

- Supporting the creation and distribution of a weekly staff e-newsletter.
- Updating the Internal hubs with up-to-date information and documents.
- Providing regular social media and website reports as required.
- Support in the design and printing of posters, infographics and reports as required by staff to promote LST community events and share announcements.

### Stakeholder Engagement

- Support the fundraising manager in the communication of new appeals, fundraisers events.
- Work alongside the Academic Events Manager to plan and create booklets and print materials to support LST events.
- Work alongside faculty and provide design support for materials requested to aid the marketing of LST's programmes.
- Work alongside students to encourage and support the community life at LST.
- Support the Admissions officer and Enquiries officer with the preparation of event material required for festivals, conferences and open events.

### General

- Have a clear understanding and adherence to GDPR obligations.
- Have a clear understanding and adherence to safeguarding practices.



- Have a clear understanding of working to budget.
- Demonstration of project management skills and ability to manage multiple tasks.
- Familiarity with e-marketing platforms, such as Mailchimp.

**Person Specification**

	Essential (E) Desirable (D)	Demonstrated at application (A) Interview (I)
<b>Qualifications</b>		
A first degree or a combination of good secondary level qualifications and relevant experience.	E	A
<b>Experience, expertise and skills</b>		
Experience working in a role requiring communications or experience of building an audience or brand.	E	A/I
Experience of higher education sector whether having studied at higher education level and/or worked in the sector.	D	A
IT literate and proficient in the use of Microsoft Office (Word, Excel, Powerpoint and Outlook).	E	A/I
An ability to use Canva or Adobe design software proficiently or has a creative eye.	E	A/I
High level of English oral and written communication skills.	E	A/I
Experience or a willingness to learn how to use e-mail marketing platforms (Mailchimp).	D	A/I
Experience or interest in video editing.	D	A/I
Proficient in using social media channels, particularly: Meta (Facebook, Instagram), LinkedIn, X, Tiktok, You Tube.	E	A/I
Ability to juggle competing demands and to prioritise effectively.	E	A/I
Previous experience in project management.	D	A/I
<b>Personal Attributes</b>		
Proactive, enthusiastic and uses initiative.	E	I
Pays attention to detail.	E	A/I
High level of planning and organisational skills.	E	I
Ability to build strong and effective relationships with a wide spectrum of stakeholders both internally and externally.	E	A/I
Calm, efficient and polite manner; able to work under pressure without losing these qualities.	E	I
Ability to work as part of a team.	E	A/I



Desire and ability to learn, grow and develop.	E	A/I
Able to respond well to feedback.	E	A/I
Ability to work in a changing and flexible organisation.	E	A/I

#### Terms of Employment:

- Salary: £25,000 - £29,000 per annum dependent on experience.
- Hours: 1.0 FTE (35 hours per week). The usual working day is 9.00 am to 5.00 pm although some evening and weekend working may be required.
- Holidays: 24 days per annum plus public holidays for 1.0 FTE role and pro-rata accordingly.  
LST is closed between Christmas and the New Year and this is given as additional leave.
- Pension: Eligible to join the School's pension scheme (5% employer's contribution).
- Notice: During the six month probationary period, one week's notice must be given in writing on either side. After this period, one calendar month's notice must be given in writing on either side.

Additional benefits include life assurance, sick pay after qualifying period, free on site parking and discounted meals.

Date of appointment: It is intended that the postholder shall take up the post as soon as possible.

London School of Theology is a Christian college and as such it is a requirement of the Person Specification that the postholder must be in sympathy with the Christian ethos, aims and objectives of the School.

All successful candidates must have the right to work in the UK.

#### Application Process and Closing Date:

Applicants should send the following to the HR Manager ([recruitment@lst.ac.uk](mailto:recruitment@lst.ac.uk)) as pdf documents attached to an email:

- Covering letter of application stating why the role is of interest and how the requirements of the Person Specification are met
- Curriculum vitae
- List of three referees (these will not be taken up without the applicant's permission)

**Candidates are encouraged to submit their applications as soon as possible as these will be assessed upon receipt and interviews will take place on a rolling basis. Initial interviews may take place by a video call with second stage interviews taking place at our site in Northwood.**