

## **National Army Museum**

Royal Hospital Road, Chelsea, London SW3 4HT

Strategy and Development Division

Department of Marketing & Communications

**Post: PR & Communications Manager**

**Post No: NAM 808**

**Reports to: Head of Marketing & Communications**

### **Job Role**

To work within the marketing, communications and digital team to raise the media profile for all areas of the Museum, its world-class collection, exhibition and events programme and its learning and commercial activities.

To take the lead on all public relations (PR), media relations and digital PR activity and support corporate and internal communications within the organisation.

### **Job Description**

**The post-holder is responsible for:**

#### **1. Press and PR**

- a) Proactively seek National Army Museum news stories for distribution and dissemination to the media in order to achieve high profile and regular media coverage.
- b) Taking the lead on media relations activity, including developing relationships with key media, forward feature and news story planning, crisis management, arranging press visits, media previews, interviews and photography.
- c) Managing the day-to-day press office functions including managing press enquiries and filming requests, and maintaining the press database. Responding to public enquiries relating to PR and Communications when required.
- d) Managing any appointed media relations agencies, acting as the main liaison point, providing them with the internal resources and support required to develop media campaigns.

- e) Developing and implementing PR campaigns, linking to social and digital content and managing the delivery of online story credentials including Collections stories.
- f) Building relationships with online advocates and influencers, managing online listings information and delivering supporting content as needed.
- g) Working on the development of awards submissions for Museum projects.
- h) Managing and developing key messaging to support the brand positioning and key narratives. Where required, developing over-arching themes and stories to support both corporate communications and commercial business objectives.
- i) Managing media spokesperson opportunities across staff, ensuring suitable training and briefing is in place to support colleagues.
- j) Monitoring and evaluating media coverage and measuring success. Managing appointed press cutting and evaluation agencies contracts. Maintaining the Museum's press coverage monitor programme and disseminating coverage evaluation reports to other staff.

## **2. Planning and Implementation**

- a) Managing the tactical planning and delivery for all PR, communications and media relations activities for the Museum, supporting the Museum's integrated marketing and communications strategies.
- b) In consultation with the Head of Marketing & Communications, planning PR and communications budgets in line with the objectives of the Museum's strategic plan.
- c) Informing, developing and implementing online and offline integrated communications strategies, which meet the objectives of the Museum's business objectives working alongside key museum stakeholders and teams.
- d) Working with the Museum's Fundraising team to inform and contribute to the development and delivery of PR campaigns that support NAM's fundraising targets.
- e) Appointing and managing contractors and the procurement of suppliers, including writing tender documents.

### **3. Advocacy**

- a) Representing the Museum and attending external and internal events and conventions, when required, including occasional evenings and weekends.
- b) Greeting and guiding guests when required and proactively organising VIP and stakeholder group visits.
- c) Researching and building relationships with potential stakeholders including members of the media, Army, MOD and DCMS, and building effective relationships with them.
- d) Representing the Museum on external teams and committees.
- e) Acting as a Museum spokesperson when required.

### **4. Resource Management**

- a) Managing junior staff, apprenticeships and volunteers in the Marketing and Communications department when required, ensuring that volunteers undertake a useful and rewarding programme of work that is beneficial both to the function of the department and to the volunteers.
- b) Motivating, managing and training designated Museum staff, contractors and volunteers, exercising a proper duty of care over them.
- c) Providing additional support to the wider communications team during busy periods, particularly in the delivery of marketing functions.
- d) Deputising for the Head of Marketing and Communications when required.

### **5. Internal Communications**

- a) Developing and implementing internal communications plans that enable staff to be kept fully informed about Museum activities.
- b) Managing the delivery of regular updates of industry landscape across the organisation.
- c) Participating on Museum project teams to inform project programming and development with end users in mind. Ensuring that projects are in line with the Museum objectives and achieve maximum communications potential.

## 6. Health & Safety

- a) Being committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.

## 7. In addition, the post-holder is required to:

- a) Act in every way so as to preserve the Museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.
- b) Ensure that the Museum's Accounting and Financial procedures are strictly adhered to and embed a culture of control and financial discipline.
- c) To play a full part in the generation of income, and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources. Effectively manage delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director's appointment as the Museum's Accounting Officer; especially to promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Management Team.
- d) Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy; (*Risk Management at the NAM: Matrix of Risks*).
- e) Carry out his/her duties in accordance with the NAM's Equal Opportunities Policy.
- f) Travel to the Museum's Outstations at Stevenage, or any other Outstations or temporary accommodation of the NAM or institutions associated with the NAM, as instructed; other UK and some foreign travel may be required. The post-holder will also be required to work off-site.
- g) The post-holder must co-operate fully with the Management of the NAM in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts with the public and the media. This will include membership of various development and other teams set up from time-to-time and reporting to the Director and Management Team.
- h) Chair Museum committees, teams and working parties, as delegated.

- i) Make presentations to the NAM Council (Trustees), the Director, Management Team and members of staff as required.
  - j) Provide additional support to the wider marketing, communications and digital team during busy periods.
  - k) Deputise for the Head of Marketing and Communications as required.
8. The appointment is permanent, working 37 hours per week (net), 5 days out of 7. Additional evening and weekend working may be required. The salary is £35,387pa (inclusive). The post-holder is required to give two months notice in resigning.
9. The appointment will be subject to a security clearance.
10. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the Museum. This job description may be reviewed and updated annually.
11. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director  
National Army Museum

May 2018

Signature..... Date.....