

## National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Strategy and Development Division

**Post: PR and Communications Manager - Post No: NAM 808**

### Person Specification

CRITERIA	STANDARD	E/ D	EVIDENCE
<b>Qualifications</b>	Education to degree level (or equivalent)	D	Certificate
	Postgraduate CIM / CIPR	D	Application and interview
<b>Previous experience required</b>	<p>Demonstrable experience of management of press office functions, including responding to media enquiries, managing press events, and writing materials for dissemination to the media.</p> <p>Creating sophisticated PR and media relations campaigns to integrate with broader marketing and communication activity.</p> <p>Developing and supporting digital / social PR activity, including building relationships with online advocates and influencers.</p> <p>Experience of developing and managing complex and challenging communication messages.</p> <p>Understanding dealing with sensitive issues: identifying and responding appropriately.</p> <p>Demonstrable experience in conducting interviews, briefing spokespeople or acting as a spokesperson.</p> <p>Managing relationships with contractors and external companies e.g. media monitoring agencies, external PR agency etc.</p> <p>Experience of internal and corporate communications, including crisis management.</p>	E	Application and Interview

	<p>Experience of managing junior members of staff or volunteers</p> <p>Events management experience.</p> <p>Implementing PR strategies in a not for profit environment</p> <p>PR agency liaison including the determining of key messages, and the provision of fit for purpose briefing information and press releases.</p> <p>Experience of repositioning an organisational brand in the eyes of the media, carving a strong brand identity and recognition.</p>	D	Application and Interview
<b>Attainments/skills/competencies</b>	<p>Enthusiasm for communications and an ability to communicate ideas in an inspiring manner, while taking into account the specific needs of NAM's existing and new audiences.</p> <p>Ability to write creative and compelling copy</p> <p>Attention to detail and proof reading.</p> <p>Ability to work for periods of time on their own initiative while understanding the importance of liaison and proactive communication with wider department staff.</p> <p>A passion for solving complex PR problems with innovative and creative solutions.</p> <p>Resource, project, time and budget management skills.</p> <p>Excellent interpersonal and communication skills.</p> <p>Demonstrable initiative, creativity, and opportunism in identifying stories.</p> <p>Computer literacy, preferably with knowledge of MS Word, Excel and PowerPoint.</p> <p>A flexible approach to work, ability to prioritise and manage high turnover of projects and reactive requirements.</p>	E	Application and Interview
	<p>Media Contacts database management.</p> <p>Experience in social media development and message management</p>	D	Application and Interview

	<p>Experience in undertaking campaign evaluation.</p> <p>Knowledge and understanding of British and military history.</p> <p>Working within a Museum environment.</p>	D	
<b>Special Requirements</b>	A working knowledge of military history and contemporary military affairs.	D	Interview

Justin Maciejewski, Director  
National Army Museum

May 2018