

## **National Army Museum**

Royal Hospital Road, Chelsea, London SW3 4HT

Department of Communications and Campaigns

**Post: Audiences and Content Manager**

**NAM Post No: 236**

**Reports to: Head of Communications and Campaigns**

### **Job role**

This role will drive the strategy for the Museum's website and digital channels in relation to current activities, products, and services.

Commission, monitor and evaluate audience analysis and use these insights to inform compelling content creation and action changes across the Museum

Champion the Museum's audience segmentation model and deploy the Audience Development Plan onsite and online.

### **Job Description**

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

#### **1. Audiences**

- (a) Manage the Museum's onsite audience segmentation model and its roll out across digital activity.
- (b) Work with the Museum's Market Research partners to commission, monitor and evaluate NAM's online and offline visitors and segments, reporting and identifying trends.
- (c) Provide internal and external reporting on visitor and customer data, delivering against internal targets and KPIs

#### **2. Content Development**

- (a) Ensure the Museum's website and digital channels provide integrated messaging and content across all outputs driven by audience needs and prioritisation
- (b) Manage the content calendar for the Museum with clear prioritisation model and planning future content in line with a wider communications strategy.

- (c) Overseeing the management and roll out of messaging and content across all digital outlets including, website and social media platforms.

### **3. CRM**

- (a) With the Campaigns Manager, working to ensure that customer data is properly obtained and recorded in the Museum's Customer Relationship Management (CRM) system
- (b) Proactively manage relationships with heritage, history and other online influencers.
- (c) Liaise internally to ensure visitor and customer feedback is logged, reported and actioned.

### **4. Resource Management**

- (a) Allocating and managing budgets for specific audience research projects within agreed resources. Managing resources to ensure projects are delivered on time and on budget.
- (b) Manage the Social Media and Email Officer and motivating, managing and training designated Museum staff, contractors, apprentices and volunteers, exercising a proper duty of care over them.

### **5. Internal Communications**

With the wider Communications and Campaigns department, put Museum staff at the centre of all content creation and storytelling, by proactively sharing information with other teams and consulting with internal stakeholders on all aspects of the Museum's external reputation. Ensure the Communications and Campaigns department is an integrated Museum-wide service that promotes and raises awareness of the National Army Museum.

### **6. Health & Safety**

Be 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 managing 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. To promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Senior Leadership 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 and operate from the National Army Museum's outstations or locations where the Collection, or parts of the Collection, or other NAM property or services are held, or carried on, as and when necessary. UK and some foreign travel may be required.
- (g) The post-holder will be based at the Museum in Chelsea.
- (h) 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 Senior Leadership Team.
- (i) Chair Museum committees, teams and working parties, as delegated, and represent the Museum on external committees as required.
- (j) Make presentations to the NAM Council (Trustees), the Director, Senior Leadership Team and members of staff.
- (k) Provide additional support to the wider communications team during busy periods as needed.

8. The appointment is permanent, (subject to a six-month probation period) and full-time, working 5 days out of 7. Additional evening and weekend working may be required. The salary is £37,000pa (inclusive). The post-holder is required to give a minimum of two months' written notice on resigning.
9. The appointment will be subject to 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

August 2022

Signed:.....

Date:.....