

## National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

**Post: Audiences and Content Manager**

**Post No: NAM 236**

### Person Specification

CRITERIA	STANDARD	E/D	EVIDENCE
<b>Qualifications</b>	Educated to degree level or vocational equivalent.	E	Certificate or evidence of equivalent achievement
<b>Previous experience required</b>	<p>A minimum of two years' experience in a content creation or audience research role.</p> <p>Experience with a range of qualitative and quantitative research projects, and the ability to obtain, analyse and use data to inform effective decision-making.</p> <p>Experience conducting market research to understand target audiences and inform wider communications strategy.</p> <p>Evidence of the ability to contribute to multiple projects or work streams.</p> <p>Experience in content management of websites and social media channels across a diverse organisation</p> <p>Experience in conducting formative and summative research for new developments, and product optimisation</p> <p>Experience of using CRM to record data and incorporating visitor feedback into future decision making</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p>	Application and Interview
<b>Attainments/skills/competencies</b>	An understanding of developing audiences in museums and galleries	E	Application and Interview

	<p>Ability to identify long-, medium- and short-term issues and find solutions.</p> <p>Ability to plan, prioritise and work to deadlines.</p> <p>Ability to make high-quality, timely decisions using the evidence available and achieving buy-in.</p> <p>Ability to self-motivate and act on own initiative.</p> <p>Excellent verbal and written communication, with the ability to write engaging copy.</p> <p>Excellent interpersonal skills, negotiation skills and the ability to work collaboratively with colleagues across the organisation.</p> <p>The ability to plan and use resources effectively and efficiently, supported by an understanding and application of financial monitoring and management.</p> <p>Excellent people management skills, and the ability to manage resources (including external research agencies), and budgets to achieve excellence and best value.</p> <p>A knowledge of the museum/heritage sector</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p>	
	<p>ICT skills in MS Office and adobe suites including Outlook, Word, Powerpoint and Photoshop</p> <p>Experienced Excel user with intermediate to advanced skills with understanding of statistical methods.</p>	<p>E</p> <p>D</p>	<p>Application and Interview</p>
	<p>Familiarity with MAC OSX</p>	<p>D</p>	<p>Application and Interview</p>

<b>Special aptitudes</b>	An enthusiasm and a passion for art or history.	D	Application and Interview
<b>Particular circumstances</b>	Travel to other venues e.g. <i>Stevenage store</i> may be required and may include some overnight stays.	E	Interview

**KEY:**

**E = Essential**

**D = Desirable**

August 2022