

## National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

**Post: Brand and Campaigns Manager**

**Post No: NAM 237**

### 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 marketing or email campaigns role.</p> <p>Experience in end-to-end planning, developing, and deploying of outdoor, onsite, email and digital marketing campaign.</p> <p>Use of email marketing platforms, CRM tools and database management software, incorporating a test and learn approach to deliver against business objectives.</p> <p>Optimising a seamless customer journey across acquisition, engagement, and retention, having a clear understanding of CRM captured data, including sign-up touchpoints, and marketing preferences.</p> <p>Evidence of the ability to contribute to multiple or concurrent projects or work streams.</p> <p>Experience managing campaigns for fundraising and membership schemes</p> <p>Experience of building and maintaining brand partnerships with other businesses and</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

	cultural organisations for mutual benefit.		
<b>Attainments/skills/competencies</b>	Good visual literacy and understanding of the principles of branding.	E	Application and Interview
	Ability to identify long-, medium- and short-term issues and find solutions.	E	
	Ability to plan, prioritise and work to deadlines.	E	
	Ability to make high-quality, timely decisions using the evidence available and achieving buy-in.	E	
	Ability to self-motivate and act on own initiative.	E	
	Excellent verbal and written communication skills, with the ability to produce copy with a clear call to action.	E	
	Excellent interpersonal skills, negotiation skills and the ability to work collaboratively with colleagues across the organisation.	D	
	Ability to plan and use resources effectively and efficiently, supported by an understanding and application of financial monitoring and management.	D	
	Excellent people management skills, and the ability to manage resources (including design contractors and volunteers), and budgets to achieve excellence and best value.	D	
	A knowledge of the museum/heritage sector		
	ICT skills in MS Office and adobe suites including Outlook, Word, Excel, Powerpoint and Photoshop	E	Application and Interview

	Familiarity with MAC OSX and	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**

February 2023