

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Department of Communications and Campaigns

Post: Brand and Campaigns Manager

NAM Post No: 237

Reports to: Head of Communications and Campaigns

Job role

This role will take the tactical lead on all paid marketing activity to promote the National Army Museum's profile and its activities (including public programme, exhibitions, learning, membership, fundraising and commercial activities), driving visitor footfall and brand awareness.

Champion the National Army Museum brand, tone of voice and visual identity, ensuring alignment between campaigns and other activities with brand objectives.

Job Description

The post-holder is responsible for:

1. Campaigns

- (a) Support the Museum's programme and activities, including the annual Chelsea History Festival, to drive income and engagement, leading on the development and management of co-ordinated marketing campaigns which reach audiences in an efficient and effective way.
- (b) Managing the creation and delivery of all online and offline marketing campaigns including the production of advertising, leaflets, posters, events brochures, and liaising with external suppliers including printers, distributors, mailing houses where needed.
- (c) Acting as a brand guardian, liaising with the Website Officer, in-house and external designers to maintain quality control for visual identity, copywriting and brand messaging.
- (d) Working with the NAM's Fundraising, Membership and Commercial teams to support the development and delivery of tactical marketing campaigns that support NAM's financial targets.

- (e) Set and monitor activity and targets, evaluating activity, measuring impact and Return on Investment (ROI).

2. CRM and email

- (a) With the Content and Audiences and Manager, ensure that customer data is properly obtained and recorded in the NAM's Customer Relationship Management (CRM) system and utilised so that the NAM achieves maximum marketing potential from the system.
- (b) Devising a future approach to e-news and email marketing to ensure it is audience targeted across members, patrons and other audiences

3. Brand partnerships

- (a) Researching potential marketing partners and creating reciprocal relationships, focussing on creating a local network and building the Chelsea area as a cultural destination.
- (b) Liaison with travel trade and groups marketing to support and develop marketing activities, promoting awareness and footfall.
- (c) Representing the Museum at external fairs, events and conventions and evening and weekend events as required.

4. Resource Management

- (a) Allocating and managing budgets for specific exhibition, gallery and brand projects within agreed resources. Managing resources to ensure projects are delivered on time and on budget.
- (b) Managing the work programmes of junior staff, apprentices and volunteers in the Communications and Campaigns 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.

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

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 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 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

August 2022

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