

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 |
|-------------------------------------|--|--|---|
| Qualifications | Educated to degree level or vocational equivalent. | E | Certificate or evidence of equivalent achievement |
| Previous experience required | <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. | | |
| Attainments/skills/competencies | 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 |
| Particular circumstances | 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