

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Department of Communications and Campaigns

Post: Communications Officer

NAM Post No: 238

Reports to: Head of Communications and Campaigns

Job Role

This role will deliver creative and impactful press campaigns, and work with the wider communications team to tell stories about the Museum.

Manage press launches and events and liaise with photographers and film crews.

Assist the Head of Communications with building relationships with journalists and the media

Job Description

The post-holder is responsible for:

1. PR and media outreach

- a) Proactively seek National Army Museum news stories for distribution and dissemination to the media in order to achieve high profile and regular media coverage.
- b) Developing and implementing PR campaigns for activity including temporary exhibitions, changing displays and the public programme, ensuring clear links with social and digital content and managing the delivery of online stories.
- c) Writing press releases and briefings, sharing images and online listings information, and delivering supporting content to the wider communications team as needed.

2. Corporate Communications

- a) Managing the day-to-day communications office functions including incoming media enquiries, features and news story planning, press visits

and maintaining the media database. Providing first line response to public enquiries relating to Communications when required.

- b) Building relationships with internal and external advocates and influencers, including members of the media, Army, MOD and DCMS
- c) Feeding into forward planning calendar and responsible for actively updating Q and As and key messages

3. Activity management

- a) Monitoring and evaluating media coverage, measuring success, and disseminating coverage evaluation reports.
- b) Co-ordination of events including launches, photocalls, and media visits
- c) Managing filming requests for press and promotional purposes, and supporting broadcast tie-in deals and media partnerships.

4. 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.

5. 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.

6. 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 £30,200 - £33,365pa (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

Signature..... Date.....