

## National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

**Post: Communications Officer**

**Post No: NAM 238**

### Person Specification

CRITERIA	STANDARD	E/D	EVIDENCE
<b>Qualifications</b>	Educated to degree level or vocational equivalent	D	Certificate or evidence of equivalent achievement
<b>Previous experience required</b>	<p>Experience of planning, developing and contributing creatively to press campaigns</p> <p>Experience of pitching stories to a variety of media and negotiating media coverage, with the ability to identify news angles and feature hook</p> <p>Evidence of contributing to multiple projects and work streams.</p> <p>Evidence of obtaining, analysing and using data to provide reports and suggest improvements</p> <p>Experience working with film crews and photographers and arranging onsite events</p> <p>Experience of working with data management systems including databases, CRM systems, media monitoring, social media platforms and newsletters.</p> <p>Experience sharing image assets including an understanding of copyright</p> <p>Experience of project management and team collaboration tools, eg Trello, Slack, Zoom</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p>	Application and Interview
<b>Attainments/skills/competencies</b>	An effective writing style, with an ability to write press	E	Application and Interview

	<p>releases, editing and related material</p> <p>Exceptional time management skills and ability to work under pressure, able to prioritise, multi-task and reactive press simultaneously</p> <p>Ability to communicate with external contacts</p> <p>Ability to self-motivate and act on own initiative.</p> <p>Excellent verbal communication skills and the ability to work collaboratively with colleagues across the organisation.</p> <p>Excellent interpersonal skills and effective negotiation skills.</p> <p>Knowledge of UK and international media and demonstrable interest in museum/heritage/arts/science media</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>D</p> <p>D</p>	<p>Application and Interview</p>
	<p>ICT skills in MS Office including Outlook, Word, Excel, Powerpoint</p> <p>Experience with adobe suites including Photoshop or alternative image editing software</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>
<p><b>Special aptitudes</b></p>	<p>Enthusiasm and a passion for history.</p>	<p>E</p>	<p>Application and Interview</p>
<p><b>Particular circumstances</b></p>	<p>Travel to other venues <i>e.g.</i> <i>Stevenage store</i> may be required and may include some overnight stays.</p>	<p>E</p>	<p>Interview</p>

**KEY: E = Essential**

**D = Desirable**

August 2022