

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Audiences & Engagement Department

Post: Digital Communications Officer

Post No: NAM 255

Reports to: Audience & Content Manager

Job Role

This role will lead on the National Army Museum's (NAM's) content commissioning, capturing and editing, to create engaging digital outputs across social media channels, including Instagram, Facebook, X and LinkedIn. Excellent copywriting and editing skills will be used to draft social media posts to appeal to a range of audiences, both new and existing.

The post-holder will use their expertise and creativity to ensure paid marketing campaigns and projects are supported with a range of short-form video assets, including for advertisements across Pinterest and TikTok.

Working with the Audiences and Engagement team, the post-holder will support gathering digital data insights to inform the Museum's communications priorities, and support engagement with earned media by supervising on-site visits from media and online influencers.

This role will also work as part of the Chelsea Heritage Quarter, a destination marketing partnership to drive more footfall to the area, along with the Royal Hospital Chelsea, Chelsea Physic Garden and Cadogan. The post-holder will create content for distribution across the Chelsea Heritage Quarter social media channels.

Job Description

1.The post-holder is responsible for:

Social Media

- (a) Managing and monitoring the National Army Museum's Social Media Channels.
- (b) Populating the social media posting plan, working with Curatorial and Collections Care colleagues to commission and capture content for organic and paid channels as required.

- (c) Working in collaboration with partner organisations, the role will support the delivery of content about the Museum to the Chelsea Heritage Quarter social media channels.

Digital Asset Production

- (a) Creating and editing digital content for use across online channels including photography, video and audio. Key to this will be recording and editing short-form video content in 9:16 aspect ratio.
- (b) Photography and content capture at Museum public programme, commercial hire and retail offer for promotional use.
- (c) Capturing, producing and editing short-form video content with editorial software including CapCut, Creative Cloud (Audition, Premier, Photoshop), etc.
- (d) Researching and implementing new digital formats and approaches to showcase the work of the Museum.
- (e) Producing content in a timely manner for release in line with the Museum's schedule and key communications messages.

Content and Editorial

- (a) Supporting wider Museum staff to showcase their work from the Museum and providing guidance on how to create effective and engaging digital content across social media.
- (b) Actively working to source and uncover stories from a wide range of history and a diverse range of voices that would not otherwise be heard.
- (c) Day-to-day management of the digital content calendar, populating, editing and publishing content from colleagues and stakeholders.
- (d) Working with the Brand and Communications Manager to provide content for paid social media posts, including on Pinterest, YouTube and TikTok, ensuring content complies with Museum's brand, design, tone of voice and editorial guidelines.
- (e) Researching effective mechanisms for disseminating social content, e.g. researching Facebook Pages and accounts with a shared interest.

Audience and Evaluation

- (a) Monitoring social media engagement across all NAM social platforms, researching and tracking changes.

- (b) Producing reports for Museum staff and stakeholders and communicating changes in engagement levels to inform plans for improving engagement.
- (c) Responding in an appropriate manner to online enquiries and communications, sensitively managing feedback from internal and external subject experts, and responding in a timely manner to queries from the public.

2. Resource Management

- (a) The post-holder is responsible for the motivation, management and training of designated Museum staff, contractors, interns and volunteers, exercising a proper duty of care over them.

3. Internal Relationships

- (a) Working with the Audiences and Communications department, to put the Museum staff at the centre of all content creation and storytelling and ensuring the department is an integrated Museum-wide service that promotes and raises awareness of NAM.

4. Health & Safety

- (a) 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.

5. 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) 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 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, including the NAM's Outstation in Stevenage, as and when necessary.
 - (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) Deputise for the Audience and Content Manager, as required.
6. The appointment is permanent, working 37 hours per week, 5 days out of 7. The salary is £30,950pa (inclusive). Additional evening and weekend working may be required. The post-holder is required to give a minimum of two months' written notice in resigning.
 7. The appointment will be subject to a security clearance.
 8. 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.
 9. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director
National Army Museum

November 2025

Signature:- Date:-