

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Post: Digital Communications Officer

Post No: NAM 255

Person Specification

CRITERIA	STANDARD	E/D	EVIDENCE
Qualifications	Educated to degree level or vocational equivalent.	D	Certificate or evidence of equivalent achievement
Previous experience required	Experience of generating content ideas, crafting engaging copy, sourcing and creating relevant visual assets, and using strong storytelling skills to create compelling, audience-focused communications.	E	Application and Interview
	Experience of monitoring organic social media engagement across social platforms, including X, Facebook and Instagram.	E	
	Experience of contributing to multiple projects and work streams.	E	
	Experienced with video and editing software, such as CapCut, Adobe suites (Photoshop, Premier) or other systems, and editing short-form videos in social media platforms.	E	
	Evidence of the ability to obtain, analyse and use data to inform effective decision-making.	D	

	<p>Experience of monitoring visitor feedback and digital marketing campaigns utilising analytics tools.</p> <p>Experience of sharing visual assets including an understanding of copyright.</p> <p>Experience of project management and team collaboration tools, e.g. Trello, Slack, Zoom.</p>	<p>D</p> <p>D</p> <p>D</p>	
Attainments/skills/competencies	<p>Confident with photography and video capture, including on smartphone.</p> <p>An effective writing style, with a proven ability to write and edit content for multiple channels.</p> <p>Ability to deliver content that resonates with social and online audiences.</p> <p>Exceptional time management skills and ability to work to deadlines; able to prioritise and multi-task.</p> <p>Ability to self-motivate and act on own initiative.</p> <p>Excellent verbal communication skills with the ability to work collaboratively with colleagues across the organisation.</p> <p>An understanding of the digital landscape and an interest in developments in digital communications channels including social media.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	Application and Interview

	Excellent interpersonal skills and effective negotiation skills.	E	
	Excellent ICT skills in MS Office and adobe suites including Outlook, Word, Excel, PowerPoint, CapCut and Photoshop and Premier.	E	Application and Interview
	Familiarity with MAC OSX.	D	Application and Interview
Special aptitudes	Enthusiastic with a passion for history.	E	Application and Interview
Particular circumstances	Travel to other venues <i>e.g. Stevenage store</i> may be required and may include some overnight stays.	E	Interview

KEY:

E = Essential

D = Desirable

[January 2026]