

## 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
<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 generating content ideas, crafting engaging copy, sourcing and creating relevant visual assets, and using strong storytelling skills to create compelling, audience-focused communications.</p> <p>Experience of monitoring organic social media engagement across social platforms, including X, Facebook and Instagram.</p> <p>Experience of contributing to multiple projects and work streams.</p> <p>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.</p> <p>Evidence of the ability to obtain, analyse and use data to inform effective decision-making.</p>	E E E E D	Application and Interview

	<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>	D D D	
<b>Attainments/skills/competencies</b>	<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>	E E E E E E E	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
<b>Special aptitudes</b>	Enthusiastic with a passion for history.	E	Application and Interview
<b>Particular circumstances</b>	Travel to other venues e.g. Stevenage store may be required and may include some overnight stays.	E	Interview

**KEY:**

**E = Essential**

**D = Desirable**

[January 2026]