

## **National Army Museum**

Royal Hospital Road, Chelsea, London SW3 4HT

### **Audiences & Communications Department**

**Post: Digital Content Producer**

**Post No: NAM 239**

**Reports to: Audience and Content Manager**

#### **Job Role**

This role will be responsible for creating high-quality and engaging digital content for a range of platforms and social media channels, including Instagram, Facebook, X, YouTube and LinkedIn. Excellent copywriting and editing skills will be used to draft social media posts and prepare website stories for publication.

The post-holder will use their expertise and creativity to ensure campaigns and projects are supported, and promoted to a range of audiences, both new and existing.

Working with the Audience and Content Manager, the post-holder will support the Communications team by gathering digital data insights to inform and drive the Museum's communications plans.

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

#### **Job Description**

##### **1. The post-holder is responsible for:**

###### **Social Media**

- (a) Managing and monitoring the Museum's Social Media Channels.
- (b) Implementing a social media posting plan, and working with colleagues to develop and commission content as required.
- (c) Working with partner organisations to co-ordinate and support the dissemination of content across the Chelsea Heritage Quarter social media channels.

### **Digital Asset Production**

- (a) Creating and editing digital content for use across online channels, including images, video and audio. Key to this will be recording and editing short-form video content.
- (b) Photography and video capture at live National Army Museum events for social media use.
- (c) Researching and trialling new digital formats and approaches to showcase the work of the Museum.
- (d) 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, providing guidance on how to create effective and engaging digital content across social media and the Museum website.
- (b) 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) Oversee the day-to-day management of a content calendar, and editing and publishing content from colleagues and stakeholders.
- (d) Working with the Brand and Communications Manager to ensure outputs meet the National Army Museum's brand, design, tone of voice and editorial guidelines.

### **Audience and Evaluation**

- (a) Evaluating social media engagement across all the Museum's social platforms, and 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 and timely manner to online enquiries and communications, and sensitively managing feedback from internal and external subject experts.

## **2. Internal Communications**

- (a) With the support of the wider Audiences and Communications department, put Museum staff at the centre of content creation and storytelling, by proactively sharing information and consulting with internal teams.

Ensuring the Audiences and Communications department is an integrated Museum-wide service that promotes and raises awareness of the National Army Museum.

### **3. Health & Safety**

- (a) Be 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.

### **4. 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, 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) Deputising for the Audience and Content Manager, as required.
- 7. The appointment is permanent, working 37 hours per week, 5 days out of 7. The salary is £34,310pa (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.
- 8. The appointment will be subject to a security clearance.
- 9. 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.
- 10. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director  
National Army Museum

September 2024

Signature:- ..... Date:- .....