

## National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

**Post: Digital Content Producer**

**Post No: NAM 239**

### 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>	Experience with video and editing software, such as Adobe suites (Photoshop, Premier, Audition) or other systems, and editing short-form videos in social media platforms.	E	Application and Interview
	Experience gathering content ideas, writing engaging copy and sourcing images and other assets.	E	
	Experience monitoring organic social media engagement across social platforms, including Twitter, Facebook, Instagram and Youtube.	E	
	Contributing to multiple projects and work streams.	E	
	Evidence of the ability to obtain, analyse and use data to inform effective decision-making.	D	
	Monitoring website engagement, visitor feedback and digital marketing campaigns utilising analytics tools such as Google analytics.	D	

	Experience of project management and team collaboration tools, eg Trello, Slack, Zoom.	D	
<b>Attainments/skills/competencies</b>	Confident with photography and video capture, including on smartphone.	E	Application and Interview
	Effective writing style, with a proven ability to write and edit content for multiple channels.	E	
	Creative and strategic thinking for delivering content that resonates with social and online audiences.	E	
	Exceptional time management skills and ability to work to deadlines, prioritise and multi-task.	E	
	Ability to self-motivate and act on own initiative.	E	
	Excellent verbal communication skills and the ability to work collaboratively with colleagues across the organisation.	E	
	Excellent interpersonal skills and effective negotiation skills.	E	
Understanding of the digital landscape and an interest in developments in digital communications channels including social media.	E		
	ICT skills in MS Office and adobe suites including Outlook, Word, Excel, Powerpoint and Photoshop and Premier.	E	Application and Interview
	Familiarity with MAC OSX	D	Application and Interview

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

**KEY:**

**E = Essential**

**D = Desirable**

[September 2024]