

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Post: Marketing Manager - Post No: NAM 805

Person Specification

CRITERIA	STANDARD	E/D	EVIDENCE
Qualifications	Educated to degree level (or equivalent).	D	Certificate
	Postgraduate CIM, CAM or equivalent.	D	Application and interview
Previous experience required	<p>Demonstrable experience in management of marketing campaigns as part of an integrated communications strategy, highlighting complex communication messages.</p> <p>Experience of managing external suppliers such as printers, mailing houses and photographers.</p> <p>Experience of brand management/guardianship.</p> <p>Experience of developing market research and evaluation programmes and understanding audience segmentation.</p> <p>Overseeing the delivery of offline marketing campaigns working with external agencies including media buyers, designers, marketing and advertising agencies etc.</p> <p>Overseeing the delivery of online campaigns including the management and integration of social media as part of wider digital marketing strategies.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	Application and Interview
	<p>Involvement in working within a visual identity and brand guidelines.</p> <p>Events management experience.</p> <p>Experience of managing campaigns within a public sector environment</p> <p>Experience of working with volunteers and managing /developing junior staff.</p>	<p>D</p> <p>D</p> <p>D</p> <p>D</p>	Application and Interview
Attainments/skills/competencies	Enthusiasm for marketing and communications and an ability to	E	Application and Interview

	<p>communicate ideas in an inspiring manner, while taking into account the specific needs of NAM's existing and new audiences.</p> <p>Ability to work for periods on own initiative while understanding the importance of liaison and proactive communication with wider department staff.</p> <p>Resource, project, time and budget management skills.</p> <p>Good interpersonal and communication skills.</p> <p>Demonstrable initiative, creativity, and opportunism in identifying opportunities.</p> <p>Computer literacy, preferably with knowledge of MS Word, Excel, PowerPoint and Photoshop.</p> <p>A flexible approach to work, ability to prioritise and manage high turnover of projects and reactive requirements.</p> <p>Managing marketing communications to a wide range of target audiences preparing accurate creative copy and appropriate images.</p> <p>Excellent attention to detail and proof reading.</p> <p>Experience in undertaking campaign evaluation.</p>	E	
	Knowledge and understanding of British and military history.	D	Application and Interview
Special Requirements	Working within a Museum environment or cultural sector.	D	Interview

Justin Maciejewski
Director General

National Army Museum
March 2018