

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Department of Communications and Campaigns

Post: Social Media and Email Officer

NAM Post No: 239

Reports to: Audiences and Content Manager

Job Role

This role will lead on the Museum's content commissioning and development, including social media activity and email creation.

Create engaging visual assets and use excellent copywriting skills to draft email communications, social media and website stories.

Support the Communications team by gathering data insight to inform and drive the Museum's communications plans.

Job Description

The post-holder is responsible for:

1. Audience and evaluation

- (a) Monitoring social media engagement across all the Museum's social platforms, researching and tracking changes, and then utilising these insights to deliver meaningful evaluation.
- (b) Monitoring engagement with the Museum website and digital marketing campaigns utilising analytics tools to measure and track engagement with the Museum's online content and feeding into recommendations for improvement.
- (c) Producing reports for Museum staff and stakeholders, and communicating changes in engagement levels to inform plans for improving engagement
- (d) Responding in an appropriate manner to online enquiries and communications.

2. Content and editorial

- (a) Creating and editing digital content for use across on and offline channels including photography, video, audio and written content.

- (b) Supporting in the management of a content calendar, editing and publishing content from colleagues and stakeholders.
- (c) Supporting wider Museum staff in the development of content to support their projects, providing guidance on effective and engaging digital content.
- (d) Working with the Communications Officer in the creation of digital content to support PR and media relations campaigns.
- (e) Researching effective mechanisms for disseminating social content, eg researching digital influencers.

3. Email and paid-for marketing

- (a) Helping draft inventive and engaging campaigns.
- (b) Reporting on paid advertising and CRM to inform future activity
- (c) Assisting with approaches to e-news content to ensure it is audience targeted.
- (d) Assisting with the development of content for digital display advertising and pay-per-click (PPC) campaigns.

4. Internal Communications

With the wider Communications and Campaigns department, put Museum staff at the centre of all content creation and storytelling, by proactively sharing information with other teams and consulting with internal stakeholders on all aspects of the Museum's external reputation. Ensure the Communications and Campaigns department is an integrated Museum-wide service that promotes and raises awareness of the National Army Museum.

5. Health & Safety

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.

6. 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, as and when necessary. UK and some foreign travel may be required.
 - (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) Chair Museum committees, teams and working parties, as delegated, and represent the Museum on external committees as required.
 - (j) Make presentations to the NAM Council (Trustees), the Director, Senior Leadership Team and members of staff.
 - (k) Provide additional support to the wider communications team during busy periods as needed.
7. The appointment is permanent, (subject to a six-month probation period) and full-time, working 5 days out of 7. Additional evening and weekend working may be required. The salary is £30,200pa

(inclusive). The post-holder is required to give a minimum of two months' written notice on 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

August 2022

Signature:- Date:-