

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Post: Social Media and Email Officer

Post No: NAM 239

Person Specification

CRITERIA	STANDARD	E/D	EVIDENCE
Qualifications	Educated to degree level or vocational equivalent.	D	Certificate or evidence of equivalent achievement
Previous experience required	<p>Experience gathering content ideas, writing engaging copy and sourcing images and other assets</p> <p>Experience monitoring organic social media engagement across social platforms, including Twitter, Facebook, Instagram and Youtube.</p> <p>Experience of drafting, building, and deploying email communications</p> <p>Contributing to multiple projects and work streams.</p> <p>Evidence of the ability to obtain, analyse and use data to inform effective decision-making.</p> <p>Monitoring website engagement, visitor feedback and digital marketing campaigns utilising analytics tools.</p> <p>Experience with marketing platforms, CRM tools and database management software.</p> <p>Experience of sharing visual assets including an understanding of copyright</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p>	Application and Interview

	Experience of project management and team collaboration tools, eg Trello, Slack, Zoom	D	
Attainments/skills/competencies	An effective writing style, with a proven ability to write and edit content for multiple channels.	E	Application and Interview
	Creative and strategic thinking for delivering content that resonates with email, social and online audiences.	E	Application and Interview
	Exceptional time management skills and ability to work under pressure, able to prioritise, 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	D	
	ICT skills in MS Office and adobe suites including Outlook, Word, Excel, Powerpoint and Photoshop	E	Application and Interview
	Familiarity with MAC OSX	D	Application and Interview
Special aptitudes	Enthusiasm and a passion for history.	E	Application and Interview
Particular circumstances	Travel to other venues <i>e.g.</i> <i>Stevenage store</i> may be required and may include some overnight stays.	E	Interview

KEY: E = Essential

D = Desirable

August 2022