



THE TANK MUSEUM

## **Marketing Communications Executive**

### **Role Description**

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The Tank Museum was founded in 1923 as a teaching resource for engineers and soldiers of the Tank Corps. Over recent years, the Museum has dramatically transformed from a training aid for the Army to a 21<sup>st</sup> century Museum aspiring towards access and excellence for all.

Based at Bovington Camp, the home of the tank, the Museum boasts the most comprehensive collection of armoured fighting vehicles in the world. In addition, the Museum has a very strong supporting collection of medals, photographs, film, sound recordings, fine art, books, weapons, models and memorabilia. Current displays tell the story of the tank from its inception in 1915 to the recent war in Afghanistan. The entire collection has Designated Status. In 2018 The Museum became part of Arts Council England's National Portfolio.

### **Marketing**

The Marketing Communications function is responsible for managing owned and earned media to support The Tank Museum's Marketing Communications objectives. These objectives include the promotion of the Museum and its portfolio of events to potential visitors, promotion of fundraising and membership opportunities, promotion of Museum services (such as education, archive, venue hire), and generally increasing the profile of The Tank Museum to increase stakeholder participation.

The Tank Museum has a global online reach underpinned by an impressive following on social media, which places it at the leading edge of cultural digital engagement. Partnerships with online influencers have helped The Tank Museum widen its audience – particularly through its vibrant YouTube channel (17m views and 310,000 subscribers in 2020) and Facebook community (reaching 41m with over 300,000 likes in 2020). Social Media in particular has proved critical in our ability to navigate the choppy waters of the COVID-19 pandemic – and is the central component of the Museum's industry leading Content Marketing strategy.

As part of the Marketing Team, the Marketing Communications Executive will report to the Marketing Communications Manager. The role exists to support the Marketing Communications Manager in the execution of the Public Relations and Content Marketing Plan, particularly in the multi-channel dissemination of news and content, and reporting on its impact.

The postholder will administer the activity of the Marketing Communications function; ensuring that content is re-purposed appropriately to specific deadlines for a range of channels; monitoring analytics and feedback to populate spreadsheets for reporting. The ideal candidate will need to be highly organised to maximise the value of each content marketing opportunity – and possess excellent written English skills to draft and repurpose posts, articles and news releases as appropriate. Therefore, an understanding of multi-channel conventions will be essential for success.

The candidate will also demonstrate exemplary interpersonal skills, as they will be representing the organisation whilst hosting media, influencers and other important visitors.

## Role Profile

<b>Role Title</b>	Marketing Communications Executive
<b>Department</b>	Marketing
<b>Key Relationships</b>	Marketing Communications Manager, Head of Marketing.
<b>Overall Role Purpose</b>	<ul style="list-style-type: none"> <li>• Assist in the implementation of the Content and PR plan.</li> <li>• Support the Marketing Communications Manager in the execution of the Public Relations and Content Marketing Plan, particularly in the dissemination of news and content across social and traditional media - and reporting on its impact.</li> <li>• Administer the activity of the Marketing Communications function; ensuring that content is re-purposed appropriately to specific deadlines for a range of channels; monitoring analytics and feedback to populate spreadsheets for reporting.</li> <li>• Maximise and optimise the effectiveness and impact of their work, though a familiarity with current and best practice on social media. Alongside this, they will be responsible for gathering and presenting a range of analytics and data for analysis.</li> <li>• Ensure that relevant sections of the website are updated regularly and contribute to internal publications and E-marketing campaigns.</li> <li>• Support in the maintaining of key relationships with influencers, journalists and the Museum's online audience ensuring they are well informed about The Tank Museum and its work.</li> <li>• Support in hosting media and influencers at the Museum, working with relevant parties to plan within the confines of Museum operation.</li> <li>• Repurpose, edit and write engaging channel-appropriate copy is a must. A command of excellent written English is therefore essential.</li> <li>• The ideal candidate will be a good relationship builder, enthusiastic and willing to get involved. They will also need to be a good team player and problem solver.</li> </ul>
<b>Key Accountabilities</b>	<ul style="list-style-type: none"> <li>• Edit content written by other sources to ensure appropriate and engaging content.</li> <li>• Share content online, using website, Wordpress and social media platforms.</li> <li>• Write and coordinate press releases and articles, for news and events.</li> <li>• Contribute written content for Museum publications.</li> <li>• Assist with supporting journalists and influencers at key events.</li> <li>• Assist with planning and overseeing for both internal and external film shoots.</li> <li>• Monitor the performance of content, through analytics, to ensure department targets are being met.</li> <li>• Maintain relationships with the Museum's online audience, through engagement on social media channels.</li> <li>• Admin support for Marketing Communications Manager</li> </ul>
	The duties and responsibilities in this job are not restrictive and the post holder may be required to on occasion undertake other duties. This will not substantially change the nature of the post.

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Degree level education or proven record of professional experience in PR/Marketing</li> </ul>	Qualifications in Marketing/PR
<b>Experience</b>	<ul style="list-style-type: none"> <li>Professional usage of social media channels including Facebook, YouTube, Twitter, Instagram and LinkedIn</li> <li>Practical understanding of the social media landscape for brands</li> </ul>	<ul style="list-style-type: none"> <li>Experience of creating e-shots using MailChimp</li> <li>Editing WordPress websites</li> <li>Using Adobe Photoshop to edit, crop, resize and repurpose images.</li> <li>Experience of interpreting analytics and using metrics to drive performance &amp; deliver change</li> </ul>
<b>Knowledge &amp; Skills</b>	<ul style="list-style-type: none"> <li>Excellent copywriting skills</li> <li>IT Skills: high level of MS-Office competence, especially in Word and Excel</li> <li>Highly organised</li> <li>Administrative competence</li> <li>Instinctive team player</li> <li>Excellent communication skills</li> <li>Analytical mindset and critical thinking</li> <li>Ability to independently problem solve</li> </ul>	<ul style="list-style-type: none"> <li>Interest in military history and armoured warfare</li> </ul>
<b>Personal Aptitude</b>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Diligence</li> <li>Accountability</li> <li>Attention to detail</li> <li>Conversant with social media conventions and standards</li> </ul>	<ul style="list-style-type: none"> <li>Interest in history/museums.</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>Enthusiastic</li> <li>Good humoured</li> <li>Positive</li> <li>Passionate</li> <li>Motivated</li> </ul>	
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>Ability to work weekends and evenings for major events.</li> </ul>	