



THE TANK MUSEUM

Social Media & Communities Marketing Executive

Role Description

The Tank Museum brings the story of tanks and their crews to life, with the world's best collection of tanks in modern, awe-inspiring exhibitions.

The museum houses some 300 tanks, which represent moments in every major conflict since the First World War.

Our moving exhibitions tell the story of this British invention; from the mud of the Somme to the beaches of Normandy and the deserts of Iraq – featuring powerful stories from the soldiers that fought in them.

Over 200,000 people visit Dorset's largest indoor attraction each year, with the annual TANKFEST event drawing visitors from around the world.

The collections of this Accredited and Nationally Styled Museum (which include weapons, uniforms, memorabilia, documents, personal papers, images, and books - alongside the vehicles themselves) are Designated as being of outstanding national importance.

Additionally, The Tank Museum's Archive and Library is a recognised place of deposit for the National Archive.

Over the past decade, the museum has transformed itself into a leading 21st century military museum and first-class visitor attraction, capitalising on its online reach to develop a supporter base across the globe.

The Tank Museum was founded in 1923 as a teaching resource for the Tank Corps. They had made their home in Bovington during the First World War, and it was here that many of the first tank crews were trained.

Bovington remains home to The Royal Armoured Corps - and The Tank Museum is an independent registered charity which is the museum of both the Royal Armoured Corps and the Royal Tank Regiment.

Our Values

The values of The Tank Museum underpin the work of our team. Whilst there are a great variety of roles, specialisms and professions across the organisation, we all share a common approach in our mission to tell the story of the tank and the people that serve in them.

- **We are PASSIONATE.** We are authoritative and driven and we display this daily with our enthusiastic and rigorous approach to work.
- **We are AMBITIOUS.** Driven by an aspiration to be the best, we strive to be better. We channel our creativity and competitiveness to make us innovative, forward thinking and flexible to challenges.

- **We CARE.** We work hard because we believe in the cause of the organisation. We are welcoming and friendly to all our visitors. We are inclusive, fair and considerate of each other, showing great respect for our collections and for the stories we tell.
- **We display INTEGRITY.** We are knowledgeable about our subject and professional in the way in which we conduct our business. We act responsibly and embrace responsibility. Our ethical grounding guides us to do the right thing by our audiences, our supporters, our collections and by each other.

The Marketing Department & Job Description

The Tank Museum's Marketing Department is responsible for all communication between the Museum and its stakeholders. These include museum and event visitors, online shop purchasers, social media followers, members, and supporters, and many more groups. We are an incredibly ambitious team, who are at the forefront of museum digital growth. With one of the biggest online audiences of any museum in the world, and exciting plans for the year ahead, this role will suit an enthusiastic marketeer who is ready to take on a challenge.

This role is responsible for creating, scheduling, and monitoring all the content for The Tank Museum's social media channels – Facebook, Instagram, Twitter, and YouTube Community. Creativity, snappy writing skills, and knowledge of social media best practice and trends will be vital skills. Alongside this, they will manage the relationship with the Museum's global supporters, from the Friends of The Tank Museum to online Patreon members. They will collaborate with teams across the Museum, to secure exciting content and advocate for the best experience for our communities.

The Social Media & Communities Marketing Executive role is perfect for someone who is passionate about communicating with people and thrives working in an innovative team of fellow marketeers.

Role Profile

Role Title	Social Media & Communities Marketing Executive
Department	Marketing
Key Relationships	Head of Marketing & Engagement, Digital Marketing & E-Commerce Executive, Marketing Communications Team, Media Team
Overall Role Purpose	The Social Media & Communities Marketing Executive works with the Assistant Marketing Communications Manager to communicate and manage relationships with communities of individuals critical to the success and reputation of The Tank Museum.
Key Accountabilities	<p>Members: Friends of The Tank Museum, Patreon & YouTube Memberships</p> <ul style="list-style-type: none"> • To act as the primary supervisor of The Tank Museum's membership schemes; the Friends of The Tank Museum (FOTM), Patreon, YouTube memberships and Tracklink subscriptions. • Report on the demography and preferences of Tank Museum online audiences and members. • Implement strategies to improve recruitment and retention of membership schemes from online audiences in particular. • Ensure members are regularly communicated with, particularly in reminding them of their membership benefits and how their support benefits the charity. • Advocate for the promotion of membership schemes through paid, earned and owned media activity where appropriate. • Measure and report on member satisfaction, suggesting and implementing changes as required. • Ownership of Online Membership Portal, including uploading content and ensuring information is up-to-date. • Ensure that the Museum has an appropriate on-site recruiting presence, especially during special events. • Co-ordinate, host and plan Member's events and briefings as required. • Upload weekly YouTube Video <p>Social Media & Online Audiences</p> <ul style="list-style-type: none"> • Create and implement the social media posting plan, working with colleagues to develop and commission content as required. • To monitor and respond to comments on The Tank Museum social media platforms to maximise engagement and monitor sentiment. • Report on the demography and preferences of Tank Museum online audiences. • Share and/or comment on other platforms/groups/ pages as appropriate as "The Tank Museum" to increase reach and contribute to growth. • Interact with social media audiences to build a stronger sense of community on Museum channels. • Run the Tank Museum Discord channel to build relationships and increase recruitment of members. • Developing platform KPIs with the Marketing & Communications Manager. • Ensuring The Tank Museum's email lists are regularly updated and cleaned.

	<p>Previous Customers</p> <ul style="list-style-type: none"> • Ensure that The Tank Museum social media channels and FOTM membership options are appropriately promoted on the museum site. • Encourage participation on social media channels in curated and labelled photo-opportunities around the Museum site. • Monitor TripAdvisor and Google Reviews measuring and reporting on sentiment and patterns in feedback. <p>Marketing Communications & Content</p> <ul style="list-style-type: none"> • Produce and maintain Tank Collection pages for The Tank Museum's website. • Uploading news articles onto The Tank Museum's website. • Reformatting and optimising existing blog content for a new and modern site. • Ensure relevant content is being recycled across different and relevant online and offline communities. • Communicate with the Museum Traders through a regular email. <p>Other Fundraising</p> <ul style="list-style-type: none"> • Support in the promotion and administration of fundraising campaigns and fundraising channels (500 Club, legacies, and online donations)
	<p>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.</p>

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Good standard of education, including A-C grades at GCSE level in both Maths and English Language. 	<ul style="list-style-type: none"> • Professional marketing training (such as those offered by Jellyfish Training and similar providers). • Level or higher in a marketing, communications, business administration or similar discipline.
Experience	<ul style="list-style-type: none"> • Good IT knowledge, with working knowledge of MS Office packages including Excel. • Previous professional experience of writing content for social media platforms. 	<ul style="list-style-type: none"> • Experience of using CRM Systems • Editing WordPress and Shopify websites • Previous experience of membership management/administration
Knowledge & Skills	<ul style="list-style-type: none"> • Excellent standard of written English • Highly organised • Instinctive team player • Strong communication skills • Analytical mindset 	<ul style="list-style-type: none"> • Interest in military history and armoured warfare • Adobe Photoshop
Personal aptitude & skills	<ul style="list-style-type: none"> • Organised and structured approach to tasks and their prioritisation • Accuracy and attention to detail • Dependable and flexible • Ability to learn and adapt 	
Disposition	<ul style="list-style-type: none"> • Enthusiastic • Passionate and motivated 	
Other requirements	<ul style="list-style-type: none"> • Ability to support evening and weekend events when required. 	