



THE TANK MUSEUM

Social Media & Content Executive Role Description

About the Marketing Team

The Tank Museum's innovative and award-winning marketing team is highly regarded in the arts and culture sector across the globe.

Responsible for the promotion of The Tank Museum, they work on and offline to raise public awareness of the museum, its collections, exhibitions, events, membership schemes, and other revenue raising functions.

The team is defined by its ambition and productivity, creativity and its analytical approach to problem solving. Team members are encouraged to be curious to seek new perspectives and learn new things.

About the Role

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. They will collaborate with teams across the Museum, to secure exciting content that will engage our digital audiences, whether that's blog posts or Facebook Reels.

The Social Media & Content 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 & Content 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 and Content Executive works with the Marketing Communications Supervisor to manage our social media platforms, create innovative and exciting content, and curate our online written content library.
Key Accountabilities	<p>Social Media & Online Audiences</p> <ul style="list-style-type: none"> • Implementing the social media posting plan, working with colleagues to develop and commission content as required. • Along with the Content Creator, implement and develop the short video content posting plan. • 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. • Ensuring The Tank Museum’s email lists are regularly updated and cleaned. • Ensure that The Tank Museum social media channels are appropriately promoted on the museum site. • Encourage participation on social media channels in curated and labelled photo-opportunities around the Museum site. <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. • Commissioning written and video content from colleagues across the Museum. • Assisting the Marketing Communications Co-ordinator with PR objectives.
	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

	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. • Professional training in marketing or similar experience. 	<ul style="list-style-type: none"> • Degree 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. • Professional experience of working to KPIs. • Basic Adobe Photoshop or Canva skills. 	<ul style="list-style-type: none"> • Editing WordPress and Shopify websites • Professional experience using Adobe Photoshop, Canva and After Effects
Knowledge & Skills	<ul style="list-style-type: none"> • Excellent standard of written English • Highly organised • Instinctive team player • Strong communication skills • Analytical mindset • Interest in history and heritage 	<ul style="list-style-type: none"> • Interest in military history and armoured warfare
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 • Agile; ability to learn and adapt • Ability to work under pressure and handle a fast-paced environment 	
Disposition	<ul style="list-style-type: none"> • Enthusiastic • Passionate and motivated • Innovative and creative 	
Other requirements	<ul style="list-style-type: none"> • Ability to support evening and weekend events when required. 	