



THE TANK MUSEUM

YouTube Strategist

Application Information & Role Description

About the Marketing Team

The Tank Museum's innovative and award-winning Marketing & Media 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

The Tank Museum boasts the biggest and most engaged YouTube audience of any Museum in the world, with almost 900k subscribers and 250m channel views.

It has been the focal point of a significant global audience development and brand building, creating a range of new fundraising opportunities for this rural regimental charity.

The post holder will be responsible for managing and optimising The Tank Museum's YouTube presence, working with colleagues to deliver The Tank Museum's industry leading YouTube strategy to increase views and audience engagement.

This is an exciting, hands-on role that requires a combination of creativity, attention to detail and an ability to think on your feet and interpret data to improve decision making and outputs.

A firm understanding of the YouTube ecosystem, and the ability to work collaboratively to regular deadlines alongside subject experts and a production team in a busy visitor attraction will be essential to success.

This role will suit an ambitious, enthusiastic and creative media production professional. They must themselves be a YouTube enthusiast, well versed in the culture of the platform and with existing experience of operating and optimising a YouTube channel.

Responsible for x2 team members, line management experience would also be beneficial.

Role Profile

Role Title	YouTube Strategist
Department	Marketing & Media
Key Relationships	<p>Head of Marketing & Engagement</p> <p>Media Production Manager (Line Manager)</p> <p>Media Production Co-Ordinator, Content & Research Officer (Direct Reports)</p> <p>Research Team, Collections Team</p> <p>Marketing & Media Team</p>
Overall Role Purpose	To oversee and develop The Tank Museum's YouTube Channel in the delivery of The Tank Museum's YouTube Strategy – ensuring that all output is in alignment with its principles and objectives.
Key Accountabilities	<p>Pre-Production</p> <ul style="list-style-type: none"> • Oversee the generation of ideas and concepts for future production. • Research YouTube for similar existing content to ensure differentiation or for trending themes and search activity. • Ensure that there is a long pipeline of viable video outlines to bring forward as required. • Own the long form and short form video publication schedule. <p>Production</p> <ul style="list-style-type: none"> • Work with researchers/presenters to turn outlines and research material into scripts – whilst developing suggestions for visuals that will engage and retain the target audiences. • Ensure the use of standard scripting conventions (curiosity/tension/provocation) and modern YouTube conventions (reassurance, value, hooking) to ensure videos are intriguing. • Define the final title and thumbnail for the video. <p>Post-Production</p> <ul style="list-style-type: none"> • Perform checks to ensure video meets standards of production & presentation and final approval prior to upload. • Write video descriptions and chapter titles, implementing keyword research to enhance video discoverability and ranking • Work with colleagues to implement required activations (e-commerce and membership) or cross promotion (event tickets), setting up appropriate cards and end screens.

	<p>Platform Management</p> <ul style="list-style-type: none"> • Foster audience interaction and community growth by responding to comments, messages and feedback. • Identify opportunities for collaboration with influencers and partners for cross-promotion opportunities. • Ensure compliance with YouTube policies & guidelines, remaining on top of new features, trends and best practice – adapting processes and/or feeding back to the team as appropriate. <p>Analytics & Optimisation</p> <ul style="list-style-type: none"> • Analyse data to assess and report on video performance, audience demographics, audience sentiment and viewer behaviour generating actionable insights and recommendations to optimize content for better engagement and reach. • Amend video packaging (title & thumbnail) and run performance tests as required.
	<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"> • Appropriate level of education, demonstrating a high standard of written English and an ability analyse information and to think critically. 	<ul style="list-style-type: none"> • Professional training in media production – particularly in script writing or script editing.
Experience	<ul style="list-style-type: none"> • Experience of creating content for a YouTube channel. • Thorough understanding of the YouTube Ecosystem, and fully immersed in the culture of the platform. • Working in a media production environment. 	<ul style="list-style-type: none"> • Line management experience.
Skills	<ul style="list-style-type: none"> • Writing professionally – scripting, magazine feature articles, or similar. • IT Skills: high level of MS-Office competence, especially in Excel and Word. • Excellent interpersonal skills, ability to liaise with people at all levels. • Good communicator with a high standard to written English. • Analytical mindset and critical thinking • Ability to independently problem solve & use initiative. • Excellent attention to detail. • Highly organised, excellent time management. 	<ul style="list-style-type: none"> • Interest in military history and armoured warfare. • Media production skills.
Personal aptitude and disposition	<ul style="list-style-type: none"> • Instinctive team player • Enthusiastic and passionate. • Innovative & Curious. • Kind and considerate. • Able to handle pressure and react positively to shifting priorities and demands. • Interested and motivated to further own skills and knowledge. 	<ul style="list-style-type: none"> • Must fit into a team of equally ambitious professionals used to working cooperatively at a high tempo.
Other requirements	<ul style="list-style-type: none"> • While there may be opportunities for hybrid and flexible working, this job is predominantly office based. • Occasional working outside of core hours to support events. 	