



Content Marketing Executive

Job Description

The Tank Museum was founded in 1923 as a teaching resource for engineers and soldiers of the Tank Corps. Over the last 80 years, the Museum has dramatically transformed from a training aid for the army to a 21st 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 current war in Afghanistan. The entire collection has Designated Status.

The Tank Museum's Marketing Department is responsible for all communication between the Museum and its stakeholders. The Marketing team includes, Marketing and Engagement Manager, Content Manager, Digital Marketing Executive, 2 graphic designers and a Marketing Assistant. The Content Marketing Executive will play a key role within the team in supporting the Content Manager in creating and distributing content and information using traditional and social media to reach and engage audiences.

Job Title	Content Marketing Executive
Contract	Full Time/Permanent
Direct reports	0
Key Relationships	Content Marketing Manager. Marketing Team.
Overall Job Purpose	<p>The Content Marketing Executive is a part of The Tank Museum Marketing Team.</p> <p>This is a modern junior PR role, ideal for a candidate wishing to develop and hone their media relations and digital communication skills in a dynamic and forward thinking organisation.</p> <p>The post holder will assist in the implementation of the Content and PR plan. They will create and distribute content and information using traditional and social media to reach and engage audiences in order to achieve specific objectives.</p> <p>They will maximise and optimise the effectiveness and impact of their work, though a sound understanding of PR tactics and 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.</p> <p>The post holder will ensure The Tank Museum’s website is updated regularly with relevant news and event information, and contribute to internal publications and E-marketing campaigns.</p> <p>They will share responsibility in the building and 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.</p> <p>They will oversee the work of external and internal filmmakers at the Museum, working with relevant parties to plan within the confines of Museum operation and ensuring the work takes place as planned.</p>

	<p>The ability to write engaging channel-appropriate copy is a must – and the post holder will get plenty of practice! A command of excellent written English is therefore essential.</p> <p>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.</p>
<p>Key Accountabilities</p>	<ul style="list-style-type: none"> • Assist with planning and overseeing for both internal and external film shoots. • Write and coordinate press releases and articles, for news and events. • Contribute written content for Museum publications. • Edit content written by other sources to ensure appropriate and engaging content. • Share content online, using website, Wordpress and social media platforms. • Assist with supporting journalists and influencers at key events. • Monitor the performance of content, through analytics, to ensure department targets are being met. • Maintain relationships with the Museum’s online audience, through engagement on social media channels. • Admin support for Content Marketing Manager
	<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	Degree or equivalent in Journalism, Media, PR, or related discipline.	
Experience		Marketing/PR experience.
Personal Aptitude & Skills	Team player, problem solver Excellent communication skills, written and verbal. Creative Excellent interpersonal skills Good knowledge of IT – including PhotoShop or similar. Keen user of Social Media	Interest in history/museums.
Disposition	Enthusiastic Good humoured Positive Enjoys teamwork	
Other Requirements	Ability to work weekends and evenings for major events.	