

# Communications Officer – Job Description



The Postal Museum is one of the newest and most exciting museums in London. We opened in 2017 and have already established the museum as a must-visit destination with award-winning experiences. Alongside hands-on exhibitions exploring over 500 years of British social and communications history, visitors can experience a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail. The museum welcomes over 160,000 visitors and our online content reaches almost a million users a year. We deliver award-winning learning, access and outreach programmes and provide unique experiences including popular Tunnel Walks under the streets of London. The museum also operates a children’s play space – Sorted – popular with young families and schools. Alongside all this we offer one of the most unique venues in London for corporate hire and filming locations.

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**Based:** Central London

**Salary:** £27,500

**Reports to:** Marketing Manager

**Responsible for:** No Staff

**Hours:** Full time, 35 hours a week, flexible working available

**Contract:** Permanent

**Probation Period:** 6 months

**Start date:** asap, negotiable

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## Who We Are

The Postal Museum tells the story of postal communication and its impact on a global society

## What We Do

We use our collection to explore stories around communication, and to inspire everyone to make richer and more meaningful connections in their lives

## Our Values Are

- Openness
- Generosity
- Innovation
- Curiosity
- Playfulness

## We Will

- Be open and generous in spirit and action
- Deliver innovation
- Communicate our stories with clarity and playfulness
- Be curious about people’s stories and experiences

## **PURPOSE OF THE JOB**

This is a great opportunity to develop your skills and make your mark at a young museum at an exciting time in its development. The Marketing and Communications team is responsible for developing the museum's physical and online audiences through targeted campaigns, excellent online content, PR opportunities, brand development and online community management.

The Postal Museum is looking for an enthusiastic and proactive Communications Officer to lead on content creation for our established and new social media channels and to look after our online communities. The role also leads on the day -to -day PR for the museum, from drafting press releases and securing coverage for our activities to managing on site filming, photography and press visits. This is an ideal role for candidates with either social media or PR experience wanting to expand their expertise and learn new skills in a collaborative team.

The post reports to the Marketing Manager and works closely with freelance PR support, the Head of Marketing and Communications, the Digital Engagement Manager and the Designer/ Web Editor on social content creation as well as colleagues across all teams at the museum.

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## **PERSON SPECIFICATION**

### **EXPERIENCE**

#### **(Essential criteria)**

- Demonstrable knowledge and experience of digital content creation and implementing successful social media campaigns.
- Proven track record of delivering results against targets and communicating those results in reporting.
- Experience delivering social media activity in support of wider marketing activity.
- Public relations experience including drafting press releases, accommodating media requests and seeking out new opportunities.

#### **(Desirable criteria)**

- Experience of working in the cultural/heritage sector.
- Experience using social media platform reporting tools and cross-platform scheduling tools, such as Buffer.
- Experience pitching to media and a knowledge of the media landscape.
- Experience facilitating filming or photography

### **SKILLS/KNOWLEDGE**

#### **(Essential criteria)**

- Excellent written communication skills, including spelling and grammar.
- Outstanding communication, interpersonal and relationship building skills.
- Proficiency and knowledge of all main social media channels including Facebook, Twitter, Instagram and TikTok.
- Ability to work across the organisation's teams to maximise opportunities.

- Proven ability to manage multiple competing tasks and work well under pressure.

**(Desirable criteria)**

- Ability to identify opportunities and proactively improve practices.
- Experience in working with media database and monitoring platforms such as Cision.
- Passion for social history and communicating cultural relevance and value through organisational social channels.

**PERSON**

**(Essential criteria)**

- Results driven and motivated.
- A passion and ability to keep up with emerging trends.
- Creative, agile and willing to explore new opportunities.
- Strong organisational skills and ability to identify and solve problems.
- Punctual and comfortable with working to tight deadlines.
- Flexible, positive attitude and ability to work independently.

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**JOB DESCRIPTION**

**Key Responsibilities and Duties**

- Responsibility for organic social content creation and scheduling, working closely with the Designer/Web Editor and Digital Engagement Manager on high quality content that supports strategic objectives and joins up with content across other digital channels.
- Take a proactive role in identifying new content opportunities and work across museum teams to shape and create ideas for social media.
- Identify and share knowledge of new and emerging social media channels, tools and trends.
- Manage online communities on Facebook, Twitter, Instagram and TikTok, facilitating conversations and identifying and referring queries to the appropriate team members.
- Work with the Marketing Manager to create social media advertising delivered within multichannel marketing campaigns.
- Seek out opportunities and work closely with external stakeholders and partners on relevant social media and PR initiatives.
- Manage day-to-day media requests, including facilitating photoshoots and filming with colleagues across the museum.
- Proactively work with influencers to profile the museum.
- Secure listings and coverage for the museum's core offer, including family events, exhibitions and collections stories.
- Work with the public relations freelancer to support major communications initiatives, growing and maintain relationships with key journalists and press.
- Contribute to The Postal Museum's strategies to grow recognition and engagement and support overall marketing and communications objectives.

- Support the work of the Marketing and Communications team across the organisation as necessary including liaising with other teams to understand and support their communications and marketing needs.
  - Act as a brand champion and deliver relevant training.
  - Feed into departmental reporting and demonstrate achievement against KPIs, enabling the organisation to make data-driven decisions.
  - Any other tasks that may be required from time to time, as determined by the Line Manager.
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## **WORKING CONDITIONS**

This position may require an enhanced DBS check which will reveal any unspent convictions. A criminal record may not necessarily be a bar to placement, as any decision will be treated on its merits and individual circumstances subject to the museum's overriding obligations to protect the children and vulnerable adults in its charge, members of the public, the safety of the museum's staff and the Collection.

The postholder will be expected to monitor and report on their work as directed by their line manager. The postholder will be expected to pick up ad hoc duties as required.

Flexible working options are available including remote working. Occasional weekend and out of office hours working may be required. The postholder will be expected to work to office guidelines on handling, health and safety, lone working, etc. as advised, taking responsibility as appropriate.

All staff have access to a range of employee benefits including a cycle to work scheme, employee assistance programme and a range of discounts from retail and entertainment to health and wellbeing.

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**TO APPLY:** Please send your completed application form and the equal opportunities form to [applications@postalmuseum.org](mailto:applications@postalmuseum.org)

**CLOSING DATE:** 12pm, 16 August 2022

**INTERVIEWS:** Week commencing 22 August 2022