

Job Description

Job Title:	Social media and Content Executive
Reporting to:	Digital Marketing Manager
Direct reports:	No direct reports, but will be expected to work with volunteers, as and when required.
Grade:	Technical and/or Team Supervisory
Team:	Communications and Marketing
Group:	Visitor and Commercial Development

ABOUT THE RAF MUSEUM

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister sites at London and Cosford. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

Underpinning everything that we do, the Museum has three overarching commitments that inform our insight, business planning and strategy development, these are our:

- **Equity, Diversity and Inclusion Commitment** – we believe that everyone has the right to live without fear or prejudice regardless of race, age, gender, disability, sexual orientation, social class, religion and belief. We aim to embed a supportive and open culture which is inclusive, positive and fair to all, develop flexible opportunities to encourage engagement with the Museum onsite, offsite and online and celebrate differences.
- **Sustainability Commitment** - we are in a climate emergency, and we are committed to addressing this crisis through our operation and with our audiences. We will operate in an environmentally sustainable way, applying the principles of sustainable development for the benefit of current and future generations, both locally and globally.
- **Health & Wellbeing Commitment** – we are committed to creating an environment where health and wellbeing are actively promoted, where people feel engaged and valued for their contribution. We aim to create a health promoting workplace where people can be themselves, feel their best and perform at their best, so we can deliver an exceptional experience for our visitors.

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

The Visitor and Commercial Development Group comprise: Development, Retail and Admissions, Visitor Experience, Catering and Events, Fundraising, Communications and Marketing. We are responsible for ensuring our visitors receive the very best day out at the Museum and that every element of the visitor experience meets our customers' needs. We also oversee the commercial development of the Museum, ensuring our offer is relevant to our visitors and contributes to the future sustainability of the Museum.

Purpose of the Job

The role will join our small Digital Marketing team and help bring one of the UK's key national Museums to life online. This will be achieved by creating engaging content, building relationships with influencers and other social partners, managing day-to-day social media activity, and supporting CRM campaigns that drive ticket sales, footfall, and brand awareness.

This role will also contribute to ensuring that social campaigns are executed effectively, data is collected and reported accurately, and all online platforms are optimised to provide the best possible customer experience with the goal of increasing sales and revenue.

Key Role Responsibilities

- **Content Creation & Scheduling** - create, edit, and schedule high-quality, engaging social media content (images, videos, reels, stories, carousels) across platforms including Instagram, TikTok, Facebook, X (Twitter), BlueSky, YouTube and LinkedIn.
- **Daily Community Management** - monitor and respond to comments, direct messages, and mentions in a timely, friendly, and professional manner to maintain a positive online reputation and excellent visitor experience.
- **Campaign Support** - support the planning and execution of seasonal campaigns, ticket promotions, events, and special offers across all social channels.

- Trending Content & Reels - identify trending audio, challenges, and formats (particularly on TikTok and Instagram Reels) and adapt them creatively to showcase the attraction in a fun and authentic way.
- Photography & Videography Support - assist with on-site photography and videography during key events, visitor experiences, and seasonal activities.
- Analytics & Reporting - track and report on key social media metrics (reach, engagement, follower growth, website traffic) using platform insights and tools such as Meta Business Suite and Google Analytics. Provide weekly/monthly performance summaries to the marketing team and quarterly summaries to our Trading Company Board.
- Hashtag & SEO Research - research relevant hashtags, keywords, and emerging trends to maximise content visibility and reach.
- Collaboration with Teams - work closely with the wider teams across the Museum to ensure social content accurately reflects current brand positioning and current activities across all Museum departments.
- Visitor-Generated Content - encourage and curate user-generated content from visitors, including reposting high-quality guest photos and videos with permission.
- Ad Support - assist the Campaign Manager with the creation and basic monitoring of simple social media advertising campaigns (boosted posts and basic ads).
- Social Media Strategy – assist the Digital Marketing Manager with the ongoing development of our Social Media Strategy.
- Digital Marketing Support – as part of a small team, you will be expected to support the implementation of other marketing activities from time to time.

Additional General Responsibilities

Relationships

- Ensure effective communication with all stakeholders, both internally and externally.
- Work closely with other departments to deliver museum-wide programmes and objectives.
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.
- Champion volunteering across the Museum.

Budgets and Resources

- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

Policies and Procedures

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.
- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including GDPR, Health and Safety and Safeguarding policies and procedures.
- Professionally challenge procedures that do not add value to the Museum.

Personal Responsibilities

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.

General Consideration

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.
- You will be expected to travel to other sites, as and when the role requires it, including outside the UK.

Person Specification:

The post holder **must** have (and be able to demonstrate) the following core/professional competencies:

COMPETENCY	DETAILS
Essential technical competencies	• Demonstrable experience managing social media platforms and creating, editing, and scheduling engaging digital content across multiple channels. • Experience in managing online communities and responding to comments, messages, and audience interactions in a professional and engaging manner. • Able to create creative and audience-focused content; including photography, video, reels, and social media copy. • Demonstrable understanding of current social media trends, platform best practice, and audience engagement techniques. • Able to demonstrate experience using analytics and reporting tools to monitor social media performance and identify opportunities for improvement. • Demonstrable experience using Adobe Creative Suite, Canva, video editing software, Google Analytics, or similar digital marketing and design tools and proficiency in Microsoft Excel.
Communication & Engaging People	• Displays enthusiasm around activities, adopting a positive approach when interacting with others, and motivating team members. • Listens to, understands, respects and accepts different views, ideas and ways of working. • Expresses ideas and provides feedback in a timely and effective manner and with sensitivity and respect to others. • Seeks effective ways of working with colleagues, team members and other stakeholders, sharing information, knowledge and experience.
Decision Making & Problem Solving	• Uses experience and knowledge of standard practices, procedures or customs to evaluate problems and make appropriate decisions/provide appropriate advice. • Is able to deal with unfamiliar situations or issues in an effective manner, understanding when a situation requires reference to a relevant individual. • Takes initiative to suggest improvement ideas, sharing with the appropriate people in a constructive manner. • Takes ownership of problems in their own area of responsibility.
Delivering Results	• Is able to organise own activities to deliver to expected standards and targets. • Shows determination to meet own objectives and priorities and supports team members in doing the same. • Considers and pre-empts situations that may require changes to own priorities, and plans accordingly. • Remains positive and focused on achieving outcomes, despite setbacks.

Change, Adaptability & Flexibility	• Is receptive and/or pro-actively identifies and contributes to new ideas and approaches, and adapts accordingly. • Has the ability to handle conflicting priorities. • Ensures own uncertainties around any proposed changes are promptly and constructively raised with the appropriate people/person. • Demonstrates an understanding of the need for change and adapts activities and approaches to successfully support the change.
Professional Excellence	• Demonstrates the appropriate level of technical and/or professional knowledge to fulfil the requirements of the role.

	• Demonstrates pro-activity in seeking opportunities to develop skills, knowledge and experience within own area. • Shows a willingness to take on new opportunities and activities to expand experience, skills and expertise.
Strategy and Leadership	• Understands the Museum's purpose, vision and strategic objectives, and how their own role, their team and other teams within the Museum, supports their achievement. • Positively influences and motivates others, building trust and co-operation within and between teams.

The following are **desirable**:

COMPETENCY	DETAILS
Additional competencies	• An interest in the Museum or heritage sector. • Proficient in using Microsoft Dynamics or another major CRM platform. • Competent in using design software: Adobe InDesign, Photoshop or Illustrator and preparing Print-Ready artwork for both the supplier and the printer. • Experience using Google Analytics or similar reporting tools. • Experience using Looker Studio or Power BI for data storytelling and presentation. • Experience using Videography software such as Adobe After Effects or Adobe Premiere Pro.

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