



Natural
History
Museum

Candidate pack

Social Media Executive



Permanent, Full time

About Us

The Natural History Museum is one of the world's best-loved visitor attractions, as well as a leading science research centre and commercial event space. We use the unique collection of more than 80 million objects we look after and our unrivalled expertise to tackle the biggest challenges facing the world today. Each year we welcome more than five million visitors from around the world to our sites in London and Tring.

We're at a pivotal moment in our history. Our new strategy sets out our ambition to play a central role in tackling the increasing threats facing the natural world. We have ambitious plans leading up to our 150th anniversary in 2031 and are looking for talented people who share our mission and are excited to help drive these changes. Along the way, we aim to offer you a supportive and nurturing environment, with the opportunity to be part of a high-performing team. We're dedicated to providing opportunities for personal progression through our learning and development programmes and are committed to identifying and providing opportunities for internal progression.

Diversity and inclusion matter to us

We welcome applications from everyone! Diversity, inclusion and the feeling of belonging matters to us. By attracting people from a broad range of backgrounds we can continue to look at the world with fresh eyes and find new ways of doing things. We offer a stimulating and professional working environment. All our staff work to embody our behaviours of being curious, ambitious, pioneering, teaming up, acting with pace and sharing the wonder.

We know we have more to do, but we're committed to making sure that everyone who works here feels valued, respected and that they can thrive.

Thriving at the Museum: the way we work

Our vision is a future where both people and planet thrive. To accomplish this, we're delivering an ambitious strategy by 2031 to create advocates for the planet. To achieve this shared goal requires each of us to behave in ways that help everyone to thrive. We are proud to work at the Museum and have identified the qualities we all need to embody to reach this shared ambition.



We're ambitious. To make a difference on a global scale we have to push the boundaries and be big and bold not only in our thinking but in the goals we set. We act with integrity, but this doesn't mean we're rigid or inflexible. We drive ourselves and others to be excellent at what we do and identify opportunities to make a difference to the organisation wherever we can.

We're curious. We never stop learning. We ask questions to advance our understanding, skills and professional knowledge and look outwards beyond the organisation to learn from others. We seek out and actively listen to different perspectives and to take time to reflect. We're thoughtful and always receptive to new ideas and ways of working.

We share the wonder. We are captivated by the natural world, proud of our treasures and trusted guardians of our collections. We relish telling stories to inspire others. We're passionate about what we do, sharing our own knowledge and expertise. We're proud of where we work and never take this for granted.

We're pioneering. We're not afraid to try something new. We experiment, embrace complex problems and use good judgment and evidence to innovate and take risks. Always adaptable, we're ready to change our approach. We don't dwell on setbacks or get preoccupied with problems – we find solutions.

We team up. We respect the expertise of others and recognise that we produce the strongest outcomes when we put the best ideas together. We trust each other, keep things simple and make it easy for others to do the right thing. We empower and support each other, sharing information, skills and experience so that all of us are equipped to succeed. We never let difficult moments develop into bad working relationships.

We act with pace. We prioritise action, are efficient and always focus our efforts where we know we can make the biggest impact. We don't wait to be told what to do – we take the initiative and deliver on our responsibilities with momentum. We're decisive and once a plan is set, we all get behind it to make it a success.



Role Summary

As Social Media Executive, you'll play a critical role in helping the Natural History Museum maximise organic engagements on its social media channels. The social media content you create will help spark a journey from curiosity about nature to taking positive action for our world, ultimately helping us achieve our mission of creating advocates for the planet. Along the way you'll help grow audiences across platforms, enhance the museum's reputation and deepen engagement with our work.

A typical week will see you creating fun and inspiring content for our social media channels (including TikTok, Instagram, Facebook, LinkedIn, Bluesky and YouTube) in response both to briefs and your own initiative and creativity. You'll be responsible for scheduling, managing and tracking the performance of this content via our social media management tools.

You'll support the Social Media Lead to ensure the social calendar is well balanced and full of impactful, strategic content, working to ambitious output targets. You'll also contribute towards moderating our social media channels, engaging with our brilliant audiences, spotting opportunities to jump on trends or user-generated content opportunities and supporting the wider Communications, Digital, Marketing and Publishing department (CDMP) to generate useful insights from social listening and audience feedback.

You will apply your content creation skills to tell the amazing stories behind our fascinating collection of over 80 million objects, our 150-year history and our 350 in-house scientists working to better understand nature and enable a future where people and planet thrive.

As an experienced social media professional, you'll be empowered to share your own ideas and to advise teams across the organisation on their use of social media channels to achieve their own specific goal, while ensuring all content adheres to brand guidelines, style, voice and tone guides.

This role reports to the Social Media Lead and is part of the wider Digital Content team. It will require occasional weekend or evening work (for example when covering special events, or out-of-hours community moderation) and may have the opportunity for some travel, including to our sites at Tring and Reading.

You'll also benefit from flexible working (with at least two days per week in the office), training and development opportunities, and the opportunity to work at the UK's favourite museum where social media is recognised as a strategically important and valuable tool to help us achieve our mission of creating advocates for the planet.

Main tasks and responsibilities

- Create content and posts for TikTok, Instagram, Facebook, LinkedIn, Twitter and YouTube, in response to briefs and own ideas and initiatives, to meet lead and lag metrics and ultimately maximise social media engagements and views.

- Schedule social media posts using Brandwatch, helping contribute to a well-balanced, impactful and full social media calendar.
- Contribute towards excellent community moderation of the Natural History Museum's social media channels, including occasional evenings and weekends (in exchange for Time Off in Lieu).
- Analyse the performance of social media posts. Provide updates and reports to stakeholders on the performance of social media posts and campaigns.
- Pitch creative social media ideas to respond to trends, new features and learnings from data, analytics and social listening.
- Lead on organic social media outputs for integrated campaigns, for example new exhibition launches, ecommerce campaigns and digital product launches, in close collaboration with Content and Marketing Managers.
- Protect the museum's reputation on social media, ensuring all social media content is factually accurate, meets brand guidelines, style guides and tone of voice.
- Identify and escalate potential issues to the Social Media Lead and Head of Comms & PR and work closely with them on reputation management.
- Support the social media team with keeping up to date with social media trends and algorithm changes.

What we're looking for

Social media fluency and expertise

- Proven experience helping run the social media channels for a brand or organisation, with the demonstrable ability to engage and build a community. Good, up-to-date knowledge of a variety of social media platforms and features and how they differ.
- Knowledge of using social media management tools to schedule, manage and analyse the performance of social media content (e.g. Brandwatch).
- Experience of responding to requests for social media channel space, with the ability to collaborate effectively and push back sensitively when needed without compromising relationships.
- Creativity, keen to share ideas and act on own initiative. Willing to take creative risks and act with pace to jump on social media trends and reactive opportunities.
- Audience-focused, curious about getting to know social media audiences better and what makes them tick, and how to adapt content and messages for different audiences.
- Experience with moderating social media channels, including an awareness of tone of voice, safeguarding and providing customer service.
- Genuine enthusiasm for social media and keeping up with the latest developments and opportunities to make the maximum impact for digital communities.

Hands-on content creation and storytelling skills

- Significant experience of content creation for a range of social media channels, including TikTok and Instagram video, with a keen eye for engaging assets on visual-first social media platforms.
- Video and graphic editing skills to create quality social content using multimedia production tools (e.g. Canva, TikTok Editor, Adobe Creative Suite).
- Excellent skills as a social media writer and storyteller – you know what makes people tick and can write in a concise and approachable way with the ability to make the audience laugh, make them care and make them act.
- Editorial judgement – the ability to spot a story and an instinct for telling it in the most compelling and user-friendly way.
- Understanding and appreciation of the importance of accessibility and social media best practice.

Collaboration, organisation, project management and quality of delivery

- Experience delivering projects and/or campaigns with multiple deliverables on time and to a set brief.
- Excellent collaboration skills, with the ability to work closely with social media colleagues, scientists, curators and other teams to develop content while maintaining relationships.
- Organised, with the proven ability to complete work to brief, with multiple deliverables, to a tight timeline.
- Welcoming of open and honest feedback (giving and receiving) to drive up content quality and impact.

Data literacy

- Data-literate mindset: able to analyse social media performance metrics and use insights to inform content decisions, experiment, improve results and inform style.
- Uses data to help others understand what works and doesn't work on our social channels.

Mission alignment

- Genuine enthusiasm for science, nature and the environment, and an appreciation of the Natural History Museum's mission and collections.

Desirable

- Experience working in the non-profit, heritage, arts, culture, science or media sectors.
- Experience helping run social media campaigns, contests, live events, etc.
- Experience of working with creators and influencers to boost the reach and effectiveness of social media campaigns.
- Experience of fundraising and e-commerce on social media.

Key information

Salary: £34,793 per annum, grade 5

Hours: Full time, 36 hours per week

Contract: Permanent

Hybrid working

The Museum supports flexible working.

All positions at the Natural History Museum are conditional subject to receipt of:

- Proof that you are legally entitled to work in the UK
- A Basic Disclosure Check from the Disclosures and Barring Service (DBS)
- Satisfactory references covering the last 3 years of your employment or education
- Health clearance

Our benefits

In addition to competitive salaries, we offer a wide range of benefits to help you thrive both personally and professionally.



Wellbeing and work-life balance

- Generous annual leave allowance of 27.5 days holiday plus public holidays
- Enhanced sickness pay to support you through periods of illness
- Wellbeing provision including Mental Health First Aider support and regular learning sessions on wellbeing topics
- Flexible working and hybrid working arrangements where the role allows
- A 24/7 employee assistance programme including face to face counselling sessions
- Occupational health advice and support
- Eye care vouchers for display screen users
- Supportive policies to help you manage life events, for example becoming a carer, menopause, transitioning at work



Financial

- Generous defined contribution pension scheme with employer contribution up to 10% of salary
- Life insurance that will pay 4 times your salary to a beneficiary in the event of your death in service
- Season ticket and cycle loans to help you spread the cost of cycling to work
- Rental deposit loan scheme – to help you spread the cost of a deposit on a rental property
- 20% discount in our NHM shops both online and in store
- Discounts in our on site restaurants and coffee shops, and use of our staff canteen at South Kensington
- Discounts at local shops and restaurants within the South Kensington area



Cultural and lifestyle

- Free entry with your NHM staff pass to a wide range of museums and galleries across London and around the UK
- Every staff member is entitled to 10 complimentary tickets each year to give to friends and family

- Access to the Civil Service Sports and Social Club for a small monthly fee, offering a range of benefits such as discounted tickets to visitor attractions and gym membership discounts
- Access to the NHM Sports and Social Association for a small fee which provides access to our fitness centre at South Kensington and a range of activities and clubs including football and yoga



Family friendly

- Enhanced pay for maternity, paternity and adoption leave
- Flexible working and hybrid working arrangements where the role allows
- Supportive policies to help you manage fertility treatment
- Paid special leave to help you manage unexpected life events or to make caring arrangements

How to apply

To apply, please complete an online application through our [recruitment portal](#).

The closing date for applications is 4 October 2026.

First stage assessment for this role is likely to take place in week commencing 19 October 2026.

How we hire

We want everyone to be able to perform at their best throughout our hiring process. We've put together some information about how we hire as well as tips for completing your application and taking part in our assessment process. You can find this information on our careers site [here](#).

Reasonable adjustments

We welcome applications from disabled candidates, and are committed to adapting our recruitment processes to make sure all candidates can perform at their best. If you require adjustments to our application process or require materials in a different format, contact us at hrteam@nhm.ac.uk.

If you need adjustments to the assessment stage of our hiring process, indicate this on your application form and we'll contact you before the assessment to put these in place.

We're part of the Disability Confident Scheme and guarantee an interview to all disabled candidates who meet the minimum shortlisting criteria for the role.