



HOME OF THE
CHELSEA PENSIONERS

1. Job Title	Digital Outreach Community Manager	2. Job Description Date	22 Oct 24
3. Department/Team	Outreach	4. Reports to	Dir CPVO
5. Context			
<p>The Royal Hospital Chelsea (RHC) is a historic institution providing sheltered accommodation (Long Wards) and full nursing care where necessary (the Margaret Thatcher Infirmary) for some 300 retired soldiers, known as the Chelsea Pensioners. It provides health and wellbeing support and fosters comradeship for British Army veterans in recognition of their service to the Nation and safeguards their historic home for the veterans of tomorrow.</p> <p>All roles within the RHC have an integral part to play in contributing to the achievement of the organisation's strategy and vision.</p> <p>As part of that vision the RHC has launched the Chelsea Pensioners Veterans' Outreach (CPVO) programme aimed at extending an offer to older service veterans from across all three Armed Force Services inviting them to engage with our In Pensioners and enjoy the sense of community and comradeship that is at the heart of the Chelsea Pensioner community as well as take part in some of the activities that benefits and contributes to the wellbeing of those veterans who are residents in the RHC. We are especially focused on reducing social isolation and loneliness in the older veteran community.</p>			
8. Role Purpose:			
<p>Reporting to the Director Chelsea Pensioners Veterans Outreach, the post holder will be responsible for extending the benefits of comradeship enjoyed by our Chelsea Pensioners to the older military veteran population nationwide by implementing and managing an innovative, engaging digital outreach community service, and will also help them connect to other specialist service provision. The ambition is for the post holder to build social connections and foster comradeship for many tens of thousands of veterans in a vibrant, online community that caters for the needs and interests of the members. The post holder will also assist in building the evidence base to demonstrate that the digital outreach community service has a positive impact on reducing social isolation and loneliness.</p>			
9. Principal Accountabilities: 8-10 outcomes			
<p>Overall, the post holder will be responsible for the implementation of the digital outreach service and its day-to-day functioning. Specific responsibilities are:</p> <ul style="list-style-type: none"> • Community Development Strategy: Define and execute SMART goals for growing the community, ensuring that we are reducing social isolation and loneliness, and enabling access to other delivery partner specialist support. • User Engagement: Foster relationships with community members, responding to inquiries, moderating discussions, and facilitating conversations. • Content Creation: work with Chelsea Pensioners and group admins to develop engaging resources, content, events, forums and interest groups on the platform for the benefit of the members. 			



- **Enabling others:** provide coaching and support to group/’space’ leads to empower group initiatives and autonomy, and organize online events, webinars, and community initiatives to promote engagement and strengthen community ties.
- **Collaboration:** collaborate with the platform provider on delivering immediate and long-term online community goals and capability developments, and with service delivery partners to enable access to specialist services or support.
- **Advocacy:** be a champion for the community internally and with our delivery partners and agencies that may refer individuals to join the community.
- **Analytics and Reporting:** measure and monitor the performance of community initiatives and use data to constantly iterate to improve the service and produce reports for DCPVO to update the Executive Board and Board of Commissioners on progress against Key Performance Indicators.
- **Evaluation and Impact:** extract data analytics to support our evaluation of effectiveness in tackling social isolation and loneliness and demonstrate impact, including referrals to delivery partners.

10. Leadership expectations

- Contribute to the wider development of the RHC outreach programme ensuring that the benefits of the digital platform are integrated with and mutually support the in-person programmes regionally.
- Govern the content on the platform and the behaviours of the community in keeping with the values and ethos of the RHC.
- Use initiative and collaborate with the Communications and Marketing Team in formulating and disseminating publicity and promoting the digital outreach service externally.

11. Skills Knowledge and Experience

Essential Skills

- Ability to communicate engagingly and empathetically with older people, respecting their rights and wishes.
- Innovative and passionate about connecting people online.
- Ability to work with a wide range of people and stakeholders.
- Data collection, collation, analysis and reporting.
- Ability to monitor, report, and evaluate services and outcomes.
- Self-motivated, innovative, and adaptable.
- Excellent people skills and the ability to forge strong working relationships, including delivery partners from other agencies and charities.

Desirable Skills

- Understanding of the hopes, fears, expectations, needs and dynamics that drive older people’s issues, especially those that relate to digital exclusion.
- Comfortable setting boundaries and telling people no when they’re not contributing to the value and culture of the community we’re building together



- Digital design skills a plus.

Knowledge and Experience

- 5+ years of experience in community development or customer advocacy.
- Experience working with digital community platforms and webinar platforms.
- Experience of developing, delivering and evaluating therapeutic projects or programmes with veteran, older living or underserved communities to promote health and wellbeing.
- A working knowledge of the military community and/or working with older people of retirement age.
- Management experience, including working with volunteers and key stakeholders.

Competences

- **Sector awareness:** abreast of digital engagement sector trends and the work of comparator organisations.
- **Responsibility:** comfortable understanding leadership objectives and direction and then working independently.
- **Teamwork:** works well in a team and contributes effectively towards common goals.
- **Communication:** confident writing and communicating quickly online; responsiveness, empathetic and adopting the appropriate tone is important. Bonus for enjoying being on camera and livestreaming with chat.
- **Results orientated:** achieve goals and see projects through to completion.
- **Problem-solving:** calm under pressure and able to identify the most relevant solution.
- **Relationship management:** ability to foster successful professional relationships with external organisations, partners, community members, and colleagues.
- **Analytical mindset:** gets data naturally and can draw out insights and trends, and articulate them to senior management, marketing and fundraising colleagues.
- **Regulatory environment:** understanding of policy and legislation, including Safeguarding and GDPR.

Qualifications:

- Bachelor’s degree in marketing, communications, or a related field (desirable).
- Proven experience in community management, social media, or digital marketing

12. Agreement: I have reviewed this Job Description and confirm it accurately reflects the role.

Line Manager.....

Date

Employee.....

Date



Note: All RHC employees are expected to be flexible in undertaking the duties and responsibilities for their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.