



HOME OF THE
CHELSEA PENSIONERS





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Job Title	Marketing Manager	Job Description Date	27/02/2025
Department/Team	Development/Comms/Marketing	Grade of Job	TBC
Context			
<p>The Royal Hospital Chelsea is a historic institution providing sheltered accommodation (Long Wards) and full nursing care where necessary (the Margaret Thatcher Infirmary) for about 300 retired soldiers, known as Chelsea Pensioners. It ensures Army veterans are provided with the support and comradeship they need in recognition of their service to the Nation and safeguards their historic home for the veterans of tomorrow.</p> <p>The role holder is expected to lead by example in demonstrating the Royal Hospital Values:</p> <ul style="list-style-type: none"> · Nurture Belonging – unite through comradeship. · Respect Individuals – listen and act. · Encourage Pride – commit to high standards. · Enjoy Life – make people smile. <p>All roles within the Royal Hospital Chelsea (RHC) have an integral part to play in contributing to the achievement of the Hospital's Strategy and Vision.</p> <p>The Development, Communications and Marketing department is responsible for elevating the profile and reputation of the Royal Hospital, demonstrating its leadership role and telling the story of its value and impact clearly and confidently.</p>			
Role Purpose:			
<p>The purpose of this role is to be responsible for developing and delivering an effective marketing strategy to raise awareness and support of the Royal Hospital Chelsea and help meet the organisation's core business objectives.</p> <p>A key part of the role will be to build the profile and engagement of the Royal Hospital as a visitor destination. This includes the Soane Stable Yard, which opened to the public last autumn, thanks to support from the National Lottery Heritage Fund, and the year-round public programme including site tours led by Chelsea Pensioners. Working with our partners, you will also raise awareness of and encourage visitor footfall to the Chelsea Heritage Quarter, which launched last year.</p> <p>You will be required to work on other selected initiatives that will have the most impact in raising awareness of the Royal Hospital and supporting income generation, such as identifying and</p>			



delivering opportunities to promote the organisation during our busy events season, and as an events hire and filming location site. Working closely with a Marketing Officer, another core project will be the promotion of our work with the wider veteran community, and the launch of our Veterans' Outreach programme across the country.

The post-holder will have experience of developing and delivering effective, integrated marketing strategies for a high-profile organisation/s, such as a nationally important heritage site or visitor attraction or a charity or military organisation. They will have experience of creating compelling multi-channel content, including design materials with a good understanding of brands, working with partners including media buyers and designers, marketing high profile events and projects, and hold an established network of contacts to maximise opportunities for the Royal Hospital.

The Marketing Manager reports to the Assistant Director of Communications and Marketing and will line manage the Marketing Officer. Both roles are part of the Communications and Marketing team, which sits within the Development, Communications and Marketing department.

A Disclosure and Barring Service check will be required.

Principal Accountabilities: 8-10 outcomes

- Develop and deliver the marketing strategy to increase the profile of Royal Hospital Chelsea and help meet the organisation's core business objectives.
- Promote the Royal Hospital Chelsea as a visitor destination and its events programme, including the Soane Stable Yard and site tours led by Chelsea Pensioners, to help meet the visitor number and income targets.
- Identify and agree with the Assistant Director, which selected, key initiatives to market, that will have the most impact in raising the awareness of and support for the Royal Hospital.
- Collate and create content to communicate to our visitor database via our e-newsletter and other digital engagement. Channels.
- Commission the design and production of selected marketing materials including print and digital advertising.
- Manage external contracts and suppliers, and budgets relating to this work.
- Work with partner organisations on wider marketing initiatives, including the Chelsea Heritage Quarter and the Royal Hospital's contribution to the Royal Hospital Road as a visitor destination.
- Monitor and analysis the performance of key marketing activity to inform future strategies.

This list is not exhaustive.

Leadership expectations



The role holder is expected to:

- Demonstrate a strong commitment to the mission, aims, and values of the Hospital.
- Maintain the highest standards of ethical and personal practice, ensuring that the wishes and rights of the Chelsea Pensioners are always fully understood and protected.
- Be innovative, creative, and bring energy to the delivery of their work.
- Contribute effectively across all aspects of our work.
- Role model the RHC values.
- Work to ensure that the Royal Hospital Chelsea becomes regarded as one of the nation's pre-eminent heritage sites and the public understanding of its important socio-military and cultural/architectural heritage is strengthened.
- Develop, implement and operate consistent administrative processes that comply with the Hospital's standards and processes.
- Support other members of the team during busy periods; and
- Willingness to work out of hours when required and attendance at key events, as appropriate.

Skills, Knowledge and Experience

Essential Skills

- Significant experience of developing and implementing effective, integrated marketing strategies for a high-profile organisation.
- Excellent written, communication and people skills and the ability to forge strong working relationships.
- Proven experience of working in a busy marketing environment on high profile campaigns/stories.
- Experience of line managing someone.
- Demonstrable creative and strategic approaches to campaigns, as well as problem solving and recognising good marketing opportunities.
- Skilled and experienced content creator with the ability to produce compelling copy, including video and photography, and editing for use across various channels.
- Ability to work calmly under pressure and prioritise effectively.
- Experience of commissioning marketing materials and the importance of branding for an organisation.
- Demonstrable track record with managing multiple projects simultaneously.
- A digital project management practical skill set. Highly computer literate, with experience of the Office suite, working with CRM, and marketing across digital platforms and social media channels.

Knowledge and Experience

- Excellent knowledge of best practice in marketing communications



- Experience of developing and delivering integrated marketing strategies across owned and earned channels for a site of similar standing or a high-profile visitor attraction
- Experience of preparing and delivering online marketing campaigns
- Experience of contributing to a website to meet the needs of our visitors
- Experience of managing budgets

Competences

- Highly organised and able to use own initiative to work effectively on multiple projects
- Attention to detail
- Ability to conceive idea and bring them to fruition
- Ability to work calmly under pressure
- Both self-motivated and a team player, willing to work out of hours when needed to support the team
- A keen interest in heritage and culture
- An understanding and appreciation for the armed forces community

Qualifications

- Educated to degree level or the equivalent professional qualifications and / or significant, relevant experience