



Title	Marketing Officer	Job Description Date	June 2025
Department/Team	Development/Marketing/Communications	Grade of Job	TBC
Context			
<p>The Royal Hospital Chelsea is an 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 contribute to and deliver effective marketing campaigns across the Royal Hospital's core initiatives to raise awareness of and support for the organisation and helping it meet the key strategic business objectives.</p> <p>The key responsibility of the role will be to build the profile and engagement of the Royal Hospital's many key initiatives. Examples of these projects include the nationwide promotion of our work with the wider veteran community; the Soane Stable Yard – which opened to the public last autumn, thanks to support from the National Lottery Heritage Fund; and attracting audiences to attend our year-round events programme including site tours led by Chelsea Pensioners. Working with our partners, you will also help raise awareness of and encourage visitor footfall to the Chelsea Heritage Quarter, which launched last year.</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 delivering opportunities to promote the organisation during our busy events season, and as an events hire and filming location site.

The post-holder will have experience of delivering effective, integrated marketing campaigns for a range of audiences, and ideally at a nationally important heritage site or visitor attraction or a charity, military or public organisation. They will have experience of creating compelling multi-channel content, including strong imagery, with a good understanding of brands and branding guidelines, working with partners including media buyers and designers, and marketing high profile events and projects.

The Marketing Officer is line managed by the Marketing Manager. Both roles are part of the Communications and Marketing team, which sits within the Development, Communications and Marketing department.

Principal Accountabilities

- Deliver effective marketing campaigns to increase the profile and engagement of the Royal Hospital Chelsea and help meet the organisation's core business objectives.
- Identify and agree with the Marketing Manager and Assistant Director, which selected, key initiatives to market, prioritising the projects that will have the most impact in raising the awareness of and support for the Royal Hospital.
- Promote the Royal Hospital Chelsea as a visitor destination including the Soane Stable Yard and year-round events such as site tours led by Chelsea Pensioners, to help meet the visitor number and income targets.
- Collate and create content to engage with our database and encourage sales and broader support via our monthly e-newsletter and other owned channels.
- Support with commissioning the design and production of selected marketing materials including print and digital advertising.
- Work with partner organisations on wider marketing initiatives, including Veterans Outreach and the Chelsea Heritage Quarter to promote the Royal Hospital.
- Monitor and analyse the performance of key marketing activity to inform our approach to future campaigns.

This list is not exhaustive.

Role expectations

The role holder is expected to:

- Take responsibility for delivering assigned projects or tasks, ensuring they are complete to a high standard, on time, and aligned with organisational objectives.



- Stay informed on emerging digital marketing trends and best practices, sharing insights with colleagues to support the continuous improvement of the organisation's activity.
- Build positive relationships with internal and external stakeholders, fostering a collaborative and proactive approach to their work.
- 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.
- 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.
- Be a team player and support other members of the team during busy periods; and
- Be willing to work out of hours when required and attend key events, as appropriate.

Skills, Knowledge and Experience

Essential

- Good experience of developing and implementing effective, integrated marketing campaigns, ideally in a nationally recognised 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 or stories
- Demonstrable creative and strategic approach to campaigns, as well as problem solving and recognising good marketing opportunities
- Ability to work calmly under pressure and prioritise effectively
- Experience of working with brands and the importance of branding guidelines for an organisation
- Demonstrable track record of managing multiple projects simultaneously
- Computer literate with experience of the Microsoft Office suite, marketing planning tools, and content scheduling – including email marketing solutions
- Good knowledge of best practice in consumer marketing communications
- Experience of delivering integrated marketing campaigns across owned and earned channels for a site of similar standing or a high-profile visitor attraction
- Excellent attention to detail, ensuring facts are correct and all content protects the RHC's reputation

Desirable



- Skilled content creator with the ability to produce compelling copy, including video and photography, and some editing experience

Competences

- Strong verbal and written communication skills as well as relationship building skills
- The ability to use data and reporting to inform future marketing campaigns
- Creative with the ability to shape and manage engaging and shareable content
- Highly organised and able to use own initiative to work effectively on multiple projects
- Ability to conceive ideas 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
- An understanding and appreciation for the armed forces community

Qualifications

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