



<b>1. Job Title</b>	Communications and PR Manager	<b>2. Job Description Date</b>	October 2025
<b>3. Department/Team</b>	Development, Marketing & Communications	<b>4. Reports to</b>	AD Marketing & Communications
<b>5. Context</b>			
<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 some 300 retired soldiers, known as In-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"> <li>• Nurture Belonging – unite through comradeship.</li> <li>• Respect Individuals – listen and act.</li> <li>• Encourage Pride – commit to high standards.</li> <li>• Enjoy Life – make people smile.</li> </ul> <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>			
<b>6. Role Purpose:</b>			
To deliver impactful communications and PR to raise the profile of the Royal Hospital Chelsea and increase donations. The role delivers content and media relations for key events, oversees PR planning and evaluation, and produces compelling stories that reflect the Hospital's values.			
<b>7. Principal Accountabilities: 8-10 outcomes</b>			
<b>Principal Tasks</b> <ul style="list-style-type: none"> <li>• Manage the organisation's press office, delivering 'always on' PR, ensuring regular local and national mentions and stories, with a key focus on fundraising.</li> <li>• PR and content planning for key events and anniversaries (eg Founder's Day, Remembrance Day, war anniversaries), including press releases, articles, media briefings.</li> <li>• Build strong relationships with media contacts to ensure maximum coverage across relevant networks.</li> <li>• Deliver media monitoring to evaluate press trends, reach and positive and negative PR, delivering a quarterly update on lines to take.</li> <li>• Ensure all records are accurate, kept up-to-date and comply with the data protection act and are GDPR compliant.</li> <li>• As directed by the AD Marcomms, support fundraising colleagues to deliver publications such as impact report and annual report, supporting communications delivery for key fundraising projects.</li> </ul>			



## 8. Leadership expectations

The role holder is expected to: Line-manage the Communications and Marketing Assistant.

## 9. Skills Knowledge and Experience

### Essential Skills

- Skilled writer with the ability to produce compelling fundraising copy
- Ability to grow a list of media contacts
- Strong people skills and the ability to forge working relationships, including with charity beneficiaries, staff and the media
- A passion for mentoring and developing junior colleagues
- Excellent interviewing, proofreading and subediting skills, turning beneficiary stories into compelling fundraising assets.
- Highly organised and able to use own initiative to work effectively on multiple projects
- Ability to work calmly under pressure
- IT literate including Microsoft Office and media contact databases
- A team player, willing to work out of hours when needed to support the communications function

### Knowledge and Experience

#### Essential

- Experience delivering fundraising communications or PR for a national charity, including playing a key role in the delivery of integrated campaigns that achieve impactful, data-led results.
- Experience of time-management and juggling multiple projects for different stakeholders.

### Competences

- Strong interpersonal skills with the ability to build trust and rapport across diverse audiences
- Empathetic communicator, able to handle sensitive stories with tact and respect
- Collaborative team player who works effectively across departments and with external partners
- Calm and resilient under pressure, maintaining focus and professionalism

### Qualifications

- Degree-level education in Communications, Public Relations, Journalism, Marketing, or a related field.  
OR
- Relevant professional experience in charity communications, PR, or media relations.

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.