



1. Job Title	Digital Platforms Officer	2. Job Description Date	January 2026
3. Department	Development, Marketing & Communications	4. Reports to	Digital Product Manager
5. 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 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"> • 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>			
6. Role Purpose:			
<p>Reporting to the Digital Product Manager, this role is responsible for the day-to-day management and administration of the Royal Hospital Chelsea Drupal website. Working as part of the Marketing and Communications team, the post holder will support colleagues across the organisation by managing content updates, maintaining digital assets, and ensuring the website remains accurate, accessible and well organised.</p> <p>The role will support the effective operation of the Royal Hospital Chelsea's digital platforms, including ecommerce and ticket booking systems, and will work with external suppliers and partners to deliver agreed updates and improvements. The post holder will also support the implementation and day-to-day administration of a Digital Asset Management System, helping to ensure digital assets are stored, tagged and used consistently across the organisation.</p>			
7. Principal Accountabilities: (8-10 outcomes)			
<ul style="list-style-type: none"> • The day-to-day administration of the Royal Hospital Chelsea website, including managing content updates, pages, forms and assets within agreed templates, structures and standards using the Drupal CMS. • Maintaining the accuracy, accessibility and organisation of website content, ensuring information remains up to date, clearly presented and compliant with relevant accessibility and data protection requirements. 			

- Managing and coordinating website content requests from across the organisation, acting as the first point of contact for routine updates and additions, and escalating any proposed structural or design changes to the Digital Product Manager.
- Supporting the effective operation of the Royal Hospital Chelsea’s digital platforms, including ecommerce and ticket booking systems, and assisting with the delivery of agreed updates and enhancements.
- Monitoring website performance and digital analytics, using tools such as Google Analytics and Google Tag Manager to support campaign setup, tracking and reporting, to identify trends and issues, and provide clear insight to inform decision-making.
- Maintaining SEO fundamentals and technical website health, including awareness of emerging machine-learning driven search and discovery mechanisms, ensuring content and templates follow agreed best practice and identifying technical issues that may impact performance or visibility.
- Coordinating day-to-day liaison with external suppliers and partners, and supporting the administrative and operational aspects of website and digital platform activity, in line with agreed briefs, priorities and timescales.
- Supporting the implementation and ongoing administration of a Digital Asset Management System, including asset organisation, metadata, access control and day-to-day system use.
- Ensuring digital records, assets and processes are well governed, accurate and compliant with organisational policies, including data protection and GDPR requirements.

8. Leadership expectations:

While this role does not have line management responsibility, the post holder is expected to demonstrate leadership through:

- Taking ownership of the day-to-day operation and administration of the Royal Hospital Chelsea website and associated digital platforms, ensuring work is delivered consistently and to a high standard.
- Acting as a reliable and informed point of contact for website and digital platform queries, supporting colleagues across the organisation with clarity and consistency.
- Proactively identifying issues, risks or opportunities relating to website performance, analytics, content management or digital asset use, and escalating these appropriately.
- Working collaboratively with the Digital Product Manager, Digital Content Officer, internal teams and external suppliers to support the effective delivery of agreed digital activity.
- Upholding the Royal Hospital Chelsea’s values, standards and governance requirements in all aspects of digital and platform management.

9. Skills Knowledge and Experience:

Essential Skills and Experience

- Proven experience managing and maintaining websites using a content management system, with strong familiarity with Drupal.
- Ability to administer website content, pages, forms and assets in a structured and consistent manner, working within agreed templates, structures and standards.
- Good technical understanding of website and digital platform operation, with the ability to identify issues, troubleshoot problems and escalate effectively where required.

- Ability to use digital analytics tools, including Google Analytics and Google Tag Manager, to support performance monitoring, campaign tracking and reporting.
- Sound understanding of SEO fundamentals and technical website health, including content structure, metadata and performance considerations.
- Strong organisational skills, with the ability to manage multiple requests, priorities and deadlines, and maintain clear records and documentation where required.
- Clear written and verbal communication skills, with the ability to work effectively with colleagues and external suppliers.

Desirable Skills and Experience

- Basic working knowledge of HTML and CSS, with the ability to understand and make simple code or template edits.
- Familiarity with Linux-based or self-hosted environments, or experience working alongside developers in open-source or managed hosting contexts.
- Experience supporting ecommerce, ticketing or other transactional digital platforms.
- Understanding of digital accessibility standards and inclusive design principles.
- Experience working with, or administering, a Digital Asset Management System.
- Experience working in a public sector, charity, cultural or heritage organisation, or a regulated environment.

Competences:

- Reliable and methodical. Approaches digital platform administration in a structured and consistent way, maintaining accuracy, order and standards over time.
- Technically literate and pragmatic. Able to understand digital systems and issues well enough to resolve problems where possible and escalate appropriately where needed.
- Clear and collaborative communicator. Builds effective working relationships with colleagues and external suppliers, communicating clearly and translating technical information into practical guidance.
- Judgement-led and governance-aware. Works within agreed structures, priorities and standards, exercising sound judgement and recognising when issues require escalation.

Qualifications:

- Educated to degree level in digital media, web development, information technology, marketing, communications or a related field, or equivalent extensive work experience in a relevant digital or web-focused role.
- Relevant professional training, certification, or proven experience managing complex websites or digital platforms, including analytics or related technical disciplines.

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.