



HOME OF THE
CHELSEA PENSIONERS

Supporting Document: Job Description

Head of Supporter Experience

August 2026





Job Title	Head of Supporter Experience	Job Description Date	July 2026
Department/Team	Development, Marketing and Communications	Reports to	AD Development & Communications
Context			
Founded in 1682, the Royal Hospital Chelsea is a unique retirement community for around 300 Army veterans, known as the Chelsea Pensioners, drawn from every corner of the United Kingdom. Located in the heart of London, it is a remarkable place defined by community, service, and a proud military heritage. Working at the Royal Hospital Chelsea means being part of a close-knit, values-driven community where staff work collaboratively, support one another, and make a meaningful difference every day. We are looking for individuals who contribute to a welcoming and inclusive environment and lead by example with kindness, integrity, and professionalism. The RHC Way underpins how we work, guiding our behaviours and reflecting our commitment to caring for Chelsea Pensioners, colleagues, and the wider community, while striving for excellence and honouring our heritage. Built around <i>Compassionate Approach</i>, <i>Community Spirit</i>, and <i>Courageous Engagement</i>, it shapes how we treat others with dignity and respect, work together, and take responsibility with initiative and purpose in everything we do.			
Role Purpose			
In this role, you will use digital technology to help build the fundraising CRM capability to help the team attract and retain supporters and donors to our cause as well as set the wider CRM strategy within fundraising. You will be helping us improve the digital experience of our supporters and ensure that the journey that they take is truly frictionless. You will encourage and train team members on the best practices around CRM usage and produce regular insight reports for the charity.			
Principal Accountabilities			
• Together with the Assistant Director of Fundraising and the Head of Individual Giving, develop and deliver a customer experience plan with clear objectives and KPIs that supports our fundraising strategy and goals. • Achieve significant increases in the volume of supporters we obtain through all channels. • Help to deliver targeted CRM marketing using data & insights to drive engagement and establish long-term relationships with our supporters. • Manage relationship with 3rd party suppliers such as WoodsValldata, Dotdigital and Access ensuring they provide a high-quality service and value for money. • Build data insight reports to ensure the flow of data between internal and external systems is maintained and compliant with data retention policies. • Build a training programme for the team to ensure that we are optimising the use of our digital journeys and we are maximising the efficiencies of our CRM. • Manage the operational delivery of data protection standards, acting as first line enquiry for all team on data protection and privacy queries. • Ensure the efficiencies in processing donations and payments, fulfilment of orders and thanking, as well as processing, acceptance and storage of Gift Aid declarations and DD mandates. • Manage the charity's relationship with online giving sites, ensuring our profile and events are up-to-date and engaging and, by being well informed of online sites' functionality, make recommendations on how they are best used. • Undertake any additional and ad hoc tasks as required			



- Participate in team meetings and other meetings as required
- Provide verbal and written reports as required and update plans where necessary
- Represent The Charity at external events
- Work within an equal opportunities framework
- Comply at all times with The Charity's Health and Safety policy
- Adhere to all The Charity's policies, procedures and working practices
- Adhere to the Fundraising Code of Practice and ensure that all team members are up to date with current practice
- Ensure all data is processed within the framework of the Data Protection Act (1998)

Behavioral & Leadership expectations

You will role model the RHC Way by embedding compassionate, respectful and accountable leadership across your area of responsibility. You will build trust and collaboration across teams, create an inclusive environment where people feel valued and able to contribute, and drive continuous improvement in support of excellent outcomes for Chelsea Pensioners, colleagues and the Hospital.

Skills, Knowledge and Experience

Experience and Knowledge

- A deep understanding of CRMs
- Previous experience of email marketing automation
- Understanding of GDPR
- Experience of using Access ThankQ
- Experience of optimising online donation/payment platforms such as Stripe

Skills

- Passion for digital and user experience that inspires and motivates other team members
- Creative approach to problem solving
- Commercial acumen and forward-thinking approach
- Budget management
- Strategic planning
- Ability to manage a varied and complex workload, prioritising competing demands whilst maintaining accuracy and attention to detail
- Discreet and confidential in relation to both financial and personal records

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.



Benefits:

The Royal Hospital Chelsea aims to be a model employer and offers competitive terms & conditions of employment and a range of enhanced benefits, as outlined below:

Salary: The salary for the role is £63,270 per annum. All our salaries are benchmarked based on the requirements of the job description and comparable roles in the charity sector. Salaries are subject to annual review.

Hours of Work: Full time, 41 hours each week. Due to the nature of this role, weekend or evening work may be required.

Location: Royal Hospital Chelsea, Royal Hospital Road, London SW3 4SR. Hybrid working arrangements are in place.

Contract: Fixed term contract for 18 months

Pension: Standard Life.

Annual Leave: Full time staff entitlement is 25 days per year plus bank holidays which increases after completion of 3 and, 5 years' service to a maximum of 30 days.

Employee Assistance Programme: 24 hour/365 days confidential service offering a wide range of advice and support