



HOME OF THE  
CHELSEA PENSIONERS

<b>1. Job Title</b>	Digital Content Officer	<b>2. Job Description Date</b>	February 2025
<b>3. Department/Team</b>	Communications & Marketing	<b>4. Reports to</b>	Digital Product Manager
<b>5. Context</b>			
<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 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>8. Role Purpose:</b>			
<p>Reporting to the Digital Product Manager, this pivotal role is responsible for creating, curating, and managing compelling digital content across the website and social media platforms. As part of the Communications &amp; Marketing team, the post holder will enhance the Royal Hospital Chelsea's online presence, ensuring content aligns with its ethos and values while promoting key initiatives such as the Visitor Centre and Veterans' Outreach programme.</p> <p>The post holder will take ownership of the digital content schedule, proactively identifying content opportunities, collaborating with internal teams and stakeholders, and ensuring messaging is tailored for diverse audiences.</p> <p>This role balances hands-on content creation with the opportunity to shape digital strategy under the guidance of senior team members.</p>			
<b>9. Principal Accountabilities: 8-10 outcomes</b>			
<p>The post holder will play a key role in shaping the Royal Hospital Chelsea's online presence, ensuring our digital channels effectively engage and inform our audiences. They will be responsible for planning, creating, and managing content across all platforms, maintaining a well-structured content schedule, and optimising engagement through data-driven insights. Specific responsibilities include:</p> <ul style="list-style-type: none"> <li>• <b>Create and curate engaging digital content.</b> Develop high-quality, shareable content (videos, photos, and copy) for social media, the website, and other digital platforms. Ensure all materials align with brand guidelines, are optimised for SEO (including image tagging and metadata), and</li> </ul>			



tailored for diverse audiences. Use data insights to refine content strategies and enhance engagement.

- **Plan and maintain the digital content schedule.** Manage a well-structured content calendar, ensuring content is scheduled at least one month in advance while remaining adaptable to last-minute opportunities and stakeholder requests.
- **Proactively identify content opportunities.** Build strong relationships with internal teams and external partners to stay informed about upcoming events, initiatives, and key moments. Ensure digital content captures the breadth of activity at the Royal Hospital Chelsea by proactively seeking out and suggesting coverage opportunities. Act as a key point of contact for content requests, ensuring stories are told in an engaging and strategic way.
- **Manage social media engagement and responses.** Take ownership of incoming comments, messages and interactions across social media channels. Ensure timely and appropriate responses that reflect the Royal Hospital Chelsea's tone and values. Proactively engage with followers, answer queries, and escalate reputational risks or sensitive issues to the Communications Team when necessary.
- **Support Google AdWords and digital advertising efforts.** Assist the Digital Product Manager in monitoring and reporting on Google AdWords campaigns, ensuring the organisation makes full use of Google Grants to maximise reach and impact. Provide insights on campaign performance and suggest optimisations to improve effectiveness across different departments.
- **Monitor analytics and optimise content performance.** Use listening and analytics tools to track the performance of social media, website, and digital campaigns. Identify trends, measure engagement, and provide data-driven recommendations to enhance reach and audience interaction.
- **Stay informed on digital trends and suggest improvements.** Keep up to date with emerging trends, platform updates, and best practices in digital content and social media. Make recommendations for new approaches, tools, or content formats that could enhance audience engagement and digital performance.
- **Support digital asset management and compliance.** Help maintain an organised and accessible digital asset library, ensuring images, videos, and documents are appropriately stored, tagged, and compliant with GDPR and brand guidelines.

## 10. Leadership expectations

While this role does not have direct line management responsibilities, the post holder is expected to demonstrate leadership by:



- **Taking ownership of key tasks and projects.** Ensure assigned digital content projects and campaigns are delivered on time and to a high standard, working collaboratively with colleagues across departments.
- **Proactively contributing ideas and improvements.** Stay up to date with digital trends and share recommendations to enhance content, social media engagement, and workflows.
- **Representing the digital team.** Act as a key contact for digital content within the organisation, supporting internal teams and ensuring digital priorities are well communicated.
- **Upholding the Hospital's values.** Champion inclusivity, respect, and high standards in all digital content and interactions, ensuring alignment with the Royal Hospital Chelsea's ethos.

## 11. Skills Knowledge and Experience

### Essential Skills

- Proficiency in creating and managing engaging, multi-platform social media campaigns (Facebook, Instagram, Twitter, LinkedIn, etc.).
- Ability to use social media scheduling tools and interpret performance analytics to refine content strategies.
- Strong copywriting and editing skills with attention to detail and a consistent tone, ensuring high-quality content without reliance on AI-generated text.
- Photography and video production skills, including basic post-production editing and optimisation for digital platforms.
- Graphic design and content creation skills for social media and digital platforms, using tools such as Canva or Adobe Creative Cloud.
- Proficiency in analytics tools (e.g., Google Analytics, native social media insights) to track and improve content performance.
- Strong communication and relationship-building skills, with the ability to work collaboratively across teams and engage with external stakeholders.
- Excellent organisational and time-management skills, with the ability to manage multiple priorities in a fast-paced environment.
- Awareness of digital accessibility best practices to ensure content is inclusive and user-friendly.

### Desirable Skills

- Ability to design and manage e-newsletters to engage audiences effectively.
- Competency in content management systems (CMS), preferably Drupal.
- Basic HTML and SEO skills to support content formatting and optimisation.

### Knowledge and Experience

- Experience in a digital content role or a proven track record in managing successful social media campaigns.
- Hands-on experience with SEO, including content tagging, keyword optimisation, and improving search rankings.
- Experience in assisting with and making recommendations for Google AdWords campaigns.
- Experience using Content Management Systems (CMS) to create, update, and manage website content.
- Experience in social media crisis communications, with the ability to manage and respond to sensitive or negative online comments effectively.
- Excellent attention to detail, ensuring all published content is accurate and upholds the reputation of the Royal Hospital Chelsea.



- Experience working within a charity, not-for-profit, or heritage organisation, particularly in roles supporting income generation and public engagement.
- A strong understanding and appreciation of the armed forces community, including its values, history, and traditions.

**Competences**

- Effective communicator. Able to convey ideas clearly in writing and speech, adapting tone and style for different audiences.
- Analytical mindset. Uses data and insights to inform content decisions, measure engagement, and improve performance.
- Creative and adaptable. Able to develop engaging, shareable content while responding to trends and organisational needs.

**Qualifications:**

- Educated to degree level in Digital Marketing, Communication, Media Studies or a related field, or equivalent extensive work experience in a related role.
- Professional qualifications or proven experience in social media content management or a related field.

**12. Agreement:** I have reviewed this Job Description and confirm it accurately reflects the role.

**Line Manager**.....

**Date** .....

**Employee**.....

**Date** .....

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.