



Job Title	Marketing Officer	Job Description Date	June 2026
Department/Team	Development, Marketing & Communications	Reports to	Marketing Manager
Context			
<p>Founded in 1682, the Royal Hospital Chelsea is a retirement community for around 300 army veterans, known as the Chelsea Pensioners, drawn from every corner of the United Kingdom. Based in the heart of London, it is a special place defined by community and service.</p> <p>We are looking for people who enjoy working with others and take pride in making a positive difference. You will lead by example and help create a welcoming, inclusive environment for everyone who lives and works here. Our values guide everything we do:</p> <ul style="list-style-type: none"> • Nurture Belonging – bringing people together through comradeship • Respect Individuals – listening carefully and responding with care • Encourage Pride – doing things well and to a high standard • Enjoy Life – sharing warmth, positivity, and the occasional smile <p>As a charity that relies on the generosity of others to support those who live here, every role at the Royal Hospital Chelsea matters. Whatever your position, you will help deliver our vision and contribute to a place people are proud to be part of.</p>			
Role Purpose			
<p>To support the delivery of engaging, effective and insight-led marketing activity that raises the profile of the Royal Hospital Chelsea, strengthens relationships with key audiences and helps achieve visitor, income and engagement objectives. The postholder will create and coordinate compelling content across digital, print and owned channels, working collaboratively with colleagues and partners to promote the Royal Hospital, its charitable purpose, visitor offer and year-round programme of activity.</p>			
Principal Accountabilities			
<ul style="list-style-type: none"> • 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’s 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 via our monthly e-newsletter and other owned channels. • Deliver monthly emails for veterans, supporters and commercial audiences (including welcome journeys and campaigns), reporting on insights through dot digital. 			



- Support the 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.
- Support with content gathering for social media channels, responding to briefs from internal teams.

Leadership expectations

- Lead by example by demonstrating the Royal Hospital Chelsea's values in day-to-day behaviour, communications and decision-making.
- Take ownership of agreed marketing activity, showing initiative, good judgement and accountability for quality, deadlines and outcomes.
- Build positive working relationships across teams, encouraging collaboration, clear communication and a shared commitment to organisational priorities.
- Act as a confident ambassador for the Royal Hospital Chelsea, representing the organisation professionally with colleagues, Chelsea Pensioners, visitors, supporters and partners.
- Contribute to a supportive, inclusive and high-performing team culture by sharing ideas, learning from feedback and helping others to succeed.

Skills, Knowledge and Experience

- 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 approaches to campaigns, as well as problem solving and recognising good marketing opportunities.
- Experience delivering content through email marketing platforms.
- Skilled content creator with the ability to produce compelling copy, including video and photography, and some editing experience.
- Ability to work calmly under pressure and prioritise effectively.
- Demonstrable track record of managing multiple projects simultaneously.
- A digital project management practical skill set. Highly computer literate, with experience of the Office suite, working with CRM, and marketing across digital platforms and social media channels.



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.