



<b>Job Title</b>	Press Officer	<b>Job Description Date</b>	July 2026
<b>Department/Team</b>	Development, Marketing and Communications	<b>Reports to</b>	Communications and PR Manager
<b>Context</b>			
<p>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.</p> <p>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.</p>			
<b>Role Purpose</b>			
To support the delivery of proactive and reactive PR activity for the Royal Hospital Chelsea, helping to secure positive local and national media coverage that advances organisational objectives. The role will contribute to effective content planning, media relations, press office management, media monitoring and the production of high-quality press materials, while supporting digital and social content needs and ensuring accurate, GDPR-compliant record keeping.			
<b>Principal Accountabilities</b>			
<ul style="list-style-type: none"> <li>• Support the delivery of 'always on' PR for the Royal Hospital Chelsea's, ensuring regular local and national mentions and stories that support organisational objectives.</li> <li>• Manage observance calendar to support content planning for key events and anniversaries (eg Founder's Day, Remembrance Day, war anniversaries)</li> <li>• Build and manage strong relationships with media contacts to ensure maximum coverage across relevant networks.</li> <li>• Deliver press coverage and media monitoring tracker, to support the evaluation of press trends, reach and positive and negative PR.</li> <li>• Play a key role in the running of our busy press office, handling reactive media requests and responding to requests from journalists swiftly and effectively, underpinned by a strong understanding of PR and reputational risk.</li> <li>• Draft press releases, media briefings, Chelsea Pensioner case studies and other relevant material to support key events and campaigns.</li> <li>• Be responsible for managing media and press who attend the Royal Hospital Chelsea, facilitating interviews with Chelsea Pensioners and staff spokespeople as appropriate.</li> </ul>			



- Support the team with gathering of digital/social content to support the Royal Hospital's press and wider marcomms objectives.
- Ensure all records are accurate, kept up-to-date and comply with the data protection act and are GDPR compliant.

### **Behavioral & Leadership expectations**

You will demonstrate the RHC Way in how you lead and support others day to day. You will lead with empathy, fairness and discretion, encourage collaboration and inclusion within your team, and help maintain high standards through clear communication, constructive feedback and a calm, solution-focused approach.

### **Skills, Knowledge and Experience**

- Skilled writer with the ability to produce compelling copy that is tailored to the needs of particular audiences
- Experience delivering PR for a national charity, including playing a role in the development of integrated campaigns that deliver results
- Budding relationships with journalists and a growing list of media contacts
- Excellent people skills and the ability to forge strong working relationships, including with charity beneficiaries, staff and the media
- Strong interviewing, proofreading and subediting skills
- Ability to empathise with personal stories and experiences, and tactfully approach sensitive subjects
- Highly organised and able to use own initiative to work effectively on multiple projects without close supervision, setting goals in line with pre-agreed strategic aims
- Ability to work calmly under pressure
- IT literate including Microsoft Office and media contact databases
- Both self-motivated and a team player, willing to work out of hours when needed to support the communications function

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.