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| **Job Title** | Assistant Director of Communications and Marketing | **Date** | February 2025 |
| **Department/Team** | Development, Communications and Marketing | **Reports to** | Director of Development, Communications and Marketing / CEO in interim |
| **Context** | | | |
| The Royal Hospital Chelsea is a historic institution and a listed heritage site that  encapsulates magnificent buildings designed by Sir Christopher Wren and Sir John Soane as well as 66 acres of grounds in the heart of Chelsea. The Royal Hospital provides sheltered accommodation (Long Wards) and full nursing care where necessary (the Infirmary) for about 300 retired soldiers, known as Chelsea Pensioners. It ensures Army veterans are provided with the support, care and comradeship they need in recognition of their service to the Nation and safeguards their historic home for the veterans of tomorrow.  The role holder is expected to lead by example in demonstrating the Royal Hospital Values:   * Nurture Belonging – unite through comradeship. * Respect Individuals – listen and act. * Encourage Pride – commit to high standards. * Enjoy Life – make people smile.   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. | | | |
| **Role Purpose** | | | |
| The Development, Communications and Marketing department team is responsible for elevating the profile and reputation of the Royal Hospital, demonstrating its leadership role within the care, heritage and charity sectors, and telling the story of its value and impact with clarity and confidence.  The Assistant Director of Communications and Marketing will devise, develop and oversee effective, integrated communications and marketing strategies that advance the Royal Hospital’s corporate positioning and increases awareness of the organisation’s output and impact among key external stakeholders and the public to help drive its core business objectives forward.  The post-holder will lead a team and be responsible for a broad remit including communications and media relations, crisis communications, internal communications, marketing, brand and reputation, design and commercial partnerships, and work with consultants who advise on public affairs, advocacy and Intellectual Property. | | | |
| **Principal Accountabilities:** | | | |
| **JOB DESCRIPTION**  **Corporate Communications**   * Devise and deliver an effective communications and engagement strategy, to support the Royal Hospital Chelsea’s core business objectives. * Promote the Hospital’s mission, vision and aims to build and protect the organisation’s brand and reputation. * Identify and lead on campaigns that will elevate the Hospital’s position as a leader in social care for retired veterans who live at the Hospital and around the country. * Oversee the creation and delivery of impactful corporate communications materials. * Manage the reputation of the Hospital, including responding to and anticipating potential issues, and overseeing or handling media inquiries concerning reputational issues. * Ensure an effective crisis communications plan is in place and proactively prepare for any issues that might arise, including preparing reactive statements and briefings. * Provide strategic and tactical communications advice and guidance to the Executive Board and senior staff as needed, and handle media enquiries, escalating as appropriate. * Measure and monitor the impact of multi-channel campaigns and develop KPIs to influence future strategic campaigns. * Cultivate and maintain a network of key external stakeholders including journalists and opinion-formers to help raise the Royal Hospital’s profile. * Oversee and contribute to the stakeholder management of the team’s relationships, ensuring practices are GDPR compliant. * Work with our Public Affairs consultant, including requesting briefings as needed. * Promote and build awareness of the recently launched Chelsea Heritage Quarter, working collaboratively with our Quarter partners.   **Media Relations**   * Strategic oversight and delivery of media engagement, working with the team to identify opportunities, and encourage proactive pitching of stories and building relationships with journalists.   **Marketing**   * Oversee the development and delivery of marketing campaigns for agreed strands of work, including the Soane Stable Yard, the Veterans Outreach initiative and the year-round calendar of events. * Oversee and contribute to the development and delivery of the Chelsea Heritage Quarter marketing strategy,   **Brand management**   * Manage the brand with internal and external stakeholders, ensuring it is used consistently and appropriately, including commercial partnerships. * Ensure that the brand enhances the Royal Hospital’s external reputation with stakeholders and members of the public and continues to develop awareness and understanding of our values and output. * Liaise with our consultant who specialises in Intellectual Property as needed for advice on potential IP and trademark infringement.   **Digital**   * Collaborate with the Digital Product Manager to ensure the continued optimisation of the Royal Hospital Chelsea’s digital infrastructure and platforms, enabling seamless user experiences for all stakeholders. * Provide strategic support to unblock challenges, ensure alignment with organisational goals, and champion a culture of digital excellence across departments. * Oversee the development of impactful digital campaigns and storytelling initiatives, leveraging innovative content strategies to grow online engagement and visibility. * Act as a senior advocate for digital integration, within broader communications and marketing strategies, ensuring digital outputs are effectively aligned with traditional media and stakeholder engagement efforts. * Maintain awareness of emerging digital trends and tools, supporting the Digital Product Manager in exploring and implementing new opportunities for growth and optimisation.   **Internal communications**   * Identify, develop and oversee internal comms initiatives that will support organisational values and staff engagement working with the internal communications and engagement officer and HR Director.   **Other**   * Manage the communications and marketing budget. * Maintain the highest standards of ethical and personal practice, ensuring that the wishes and rights of the Chelsea Pensioners are always fully understood and protected. * Uphold and promote the Royal Hospital Chelsea’s equal opportunity policy. * Manage and be part of the rota to ensure out-of-hours cover in emergencies. * Willingness and ability to work out of hours when required. | | | |
| **Leadership expectations** | | | |
| The role holder is required to:   * Identify and agree the team’s the key priorities, and lead and motivate them ensuring it is a high performing team that enjoy their work and understand the role they each play. * Be innovative, creative, and bring energy to the delivery of their work. * Contribute effectively across all aspects of our work. * Role model the RHC values. | | | |
| **Skills, Knowledge and Experience** | | | |
| **Essential Skills**   * Demonstrable experience of developing and implementing integrated communications and marketing strategies for a high-profile organisation. * Proven experience of working in a busy press office and / or PR and marketing environment on high profile campaigns/stories, including with national, regional and specialist media. * Demonstrable experience of managing and inspiring a team to help deliver strategic objectives for a business or organisation. * Excellent people skills and the ability and credibility to advise the senior team on media, advocacy and brand reputation. * Experience of working with external stakeholders such as the media, politicians and people of influence, to engage with organisational messages. * Demonstrable creative and strategic approaches to campaigns, as well as problem solving and recognising good media opportunities. * Skilled writer with the ability to produce compelling copy. * Ability to work calmly under pressure and prioritise effectively. * Knowledge of branding for an organisation. | | | |
| **Knowledge and Experience**   * Demonstrable success in raising the profile and reputation of an organisation. * Experience of managing and building a cohesive team with multi-disciplinary specialisms. * Proven experience of both reactive and proactive media relations. * Proven experience in crisis communications. * Leading and advising on communications and marketing plans at organisational level. * A working knowledge of Public Affairs and / or IP and trademarks. * An understanding and appreciation for the armed forces community. * Project management experience. | | | |
| **Competences**   * Persuasive with strong verbal & written communication skills * Ability to problem-solve and see tasks through to completion * Attention to detail * Able to influence and work effectively with internal and external stakeholders * People management including HR processes * Communication at all levels and on multiple channels * Budget management * Team building * Partnership and collaborative working * Mentally agile and able to think on your feet * Brand management | | | |
| **Qualifications:**   * Educated to degree level or equivalent, or extensive journalistic or marketing experience | | | |
| **Agreement**: I have reviewed this JD 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.