



**Royal Star
& Garter**

Care with courage



Digital Manager

Candidate information pack





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Care with courage

Welcome to Royal Star & Garter

Since I joined this amazing charity in July 2018, I have been humbled by the extraordinary courage that our residents show on a daily basis. They join us once they feel they are no longer able to manage living independently and we then have the privilege of ensuring they can live life to the full. Despite the challenges we have faced we continue to provide loving care to veterans and their partners living with disability and dementia. The teams in our three Homes are nothing short of exceptional, while colleagues in Central Services provide unrivalled support.

This is an exciting opportunity for an influential and dynamic individual with a proven track record in digital marketing strategies, campaign planning, optimisation and performance to join us as Digital Manager. You will be able to drive digital marketing excellence so that we build greater support and engagement with our audiences. It is an ideal role for a passionate digital marketer with expertise in developing strategies and optimising performance across ppc, display and paid social.

We are also looking for someone who shares our values and wants to work as part of a team. Hybrid working is still in place and so your ability to work independently to achieve agreed goals and outcomes is also key. We would expect this person to be visiting our Homes regularly to generate content and to engage with colleagues and beneficiaries. If this is you, then we look forward to receiving your application. Thank you for your interest.

Caley Eldred
Director of Supporter Engagement

The role at a glance

Title: Digital Manager

Location: Hybrid working with the ability to work from Hampton and travel to other locations in High Wycombe, Solihull, Surbiton

Reports to: Senior Marketing & Communications Manager

Hours: 35 hours per week

Salary: £41,000 PA



Job description

- Purpose
1. To develop and lead our digital engagement strategy.
 2. To work with teams across the organisations to implement an audience-led content strategy to drive engagement.
 3. To integrate and embed our digital channels within the wider marketing mix.
 4. To lead the way in creating a passion and commitment to digital across the organisation.

Strategy & planning

- Key responsibilities
- To be responsible for developing Royal Star & Garter's websites and social media platforms, identifying user requirements (including accessibility) so that website content and images reflect our priorities and brand.
 - To deliver an integrated digital engagement strategy bringing expertise to ensure a coordinated approach to planning and including website, content, email, social, PPC and SEO.
 - Continually evaluate and implement the best digital products to support our public engagement, occupancy, recruitment, fundraising, storytelling, brand development, email marketing, and social networking.
 - To develop and implement effective digital acquisition strategies that support key fundraising objectives and help to grow digital audiences.
 - To produce video and photographic content for all key campaigns.
 - To monitor, analyse, and report on digital metrics to enhance traffic and supporter participation.
 - To develop digital toolkits for partners and external parties around major events.
 - To provide support for the Senior Marketing & Communications Manager when required.



Job description - continued

Management & process

- To line manage the Digital Marketing Officer.
- To effectively analyse all associated marketing activity and plans, presenting relevant information as required and using this to adjust plans and activity.
- To track all related KPI's and to provide the required information for reporting to senior managers and the board.
- To oversee the collection and collation of a wide range of video case studies ensuring they are stored and referenced effectively.
- To manage digital expenditure budgets including all paid digital advertising.
- To provide cover for marketing & communications team members in the absence of Senior Marketing & Communications Manager.

Other

- To be able to work in our other three sites when required – our Homes in Surbiton, Solihull and High Wycombe.
- To be a brand ambassador encouraging a deep understanding of our values and aims, ensuring consistency to a range of audiences.
- To adhere to data protection legislation and to be fully conversant with relevant legislation and the guidelines including the FRSB.
- To undertake other such duties as may be required and which are consistent with the nature of this role.

To apply

Send your CV and a covering letter (no more than 2 sides) outlining how you meet the person specification (including any paid or voluntary experience that you think might be relevant) and what you will bring to the role to

michelle.danks@starandgarter.org



Person specification

Knowledge & experience

- Significant experience of managing a digital marketing team and developing digital strategy.
- Demonstrable experience of managing an organisation's overall digital presence across multiple platforms and for a variety of audiences.
- Proven track record of developing digital marketing plans, delivering these on time and within budget and with a sound understanding of effective evaluation.
- Significant experience of managing websites and social media channels and in particular use of content management systems.
- A substantial track record of success in working in all-areas of digital including web development.

Skills

- Skills in website development, SEO, Google Analytics, PPC, Google Ads and social media.
- Excellent communication and listening skills across a wide range of audiences.
- Strong analytical skills, with the ability to use data to improve digital performance.
- Strong relationship building with the ability to work across teams, build effective internal and external networks and get the best from line reports.
- Excellent editing and copywriting skills with excellent attention to detail and accuracy.
- An enthusiasm and commitment to the work of Royal Star & Garter.



Mandatory requirements

- The successful candidate must be Covid-19 double vaccinated in line with the amendment to the Care Act
- Role is subject to an enhanced DBS check prior to employment commencing. Having a criminal record will not necessarily disqualify you from acquiring the post.



Person specification - continued

Other:

- The ability to travel and work remotely, including the location of our Homes in Surbiton, High Wycombe and Solihull
- Be willing to work flexibly including some evenings and weekends

Personal characteristics should include:

- Enthusiasm and a passion for digital
- A self-starter with energy, who motivates with enthusiasm
- Sets high performance standards for oneself and others
- Enjoys a collaborative approach to projects
- Reliable, professional manner; flexible and calm under pressure
- A commitment to our values.

We reserve the right to update and amend this job description to ensure it accurately reflects the role. This will be agreed in consultation with the job holder.

We anticipate this role will be hybrid, working from home and visiting our homes on a regular basis (in High Wycombe, Solihull and Surbiton). There will need to be some flexibility to cover evenings and weekends from time to time. **For an informal conversation on the role please contact the Senior Marketing & Communications Manager, Michelle Danks michelle.danks@starandgarter.org**



Mandatory requirements

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Our values



With love



We carry out our work with love, care and compassion.

Living positively



We are optimistic in everything we do, supporting veterans and their partners in leading happy, fulfilled lives.

As a family



We work and live as one team, one family, one community.

Standing in their shoes



We show admiration and respect for people and never forget what they have done.

Take courage



We are not afraid to do what is right and what is needed.

Offer



Although we are a charity we offer a generous package

- Salary of £41,000
- 35 hours per week
- 25 days holiday per annum plus bank holidays
- Employer Pension Contribution of 7.5% with matching Employee contribution of 5%
- Life insurance of 3 x salary (until age 70)
- 2 months full occupational sick pay, 1 month half pay before statutory sick pay
- Access to appropriate professional bodies and payment of relevant membership fees after 6 months of employment
- Learning and development – opportunities to support you in your role

About us



Our mission

Royal Star & Garter was founded in 1916 to care for the severely injured young men returning from the battlegrounds of the First World War. Today, our mission is to provide an outstanding range of quality care and therapies to veterans and their partners living with disability or dementia.

Our care

We provide loving care for veterans and their partners who live with disability or dementia in three state-of-the-art Homes, ensuring they are respected as individuals. We meet their needs in an appropriate, personalised and compassionate way and this is supported by highly skilled and motivated staff. We constantly evolve our services and innovate our care to meet present and future need and this now includes younger veterans, a day care service and plans for an outreach project later this year.

About us



Our future

Today, we run three Homes where we deliver an unparalleled level of specialist nursing care for veterans and their partners, including award-winning dementia care. We are developing our services to provide day care across all three Homes, an outreach service and care for younger veterans.

Our knowledge

We have over 100 years' experience in providing pioneering nursing and therapeutic care to veterans living with disability and dementia. We are committed to sharing our knowledge and skills with other organisations to promote better care for all veterans and older people. We partner with health care, military and academic organisations for the benefit of our local communities.

Sharing our experience

We are passionate about innovation in our care to improve the lives of veterans and their partners and we are ideally placed to provide training. Our Homes offer military nursing student training and placements to Nursing Associate Trainees as part of an NHS pilot scheme.

Surbiton

With its stunning foyer and relaxed, spacious lounges, our Surbiton Home offers a warm, friendly welcome. Highly trained staff provide specialist nursing and dementia care in comfortable surroundings, where the focus is always on the individual.



High Wycombe

Our High Wycombe Home is our newest and has been designed for the comfort and well-being of our residents. Specialist nursing and dementia care is offered in a relaxed, homely environment, where residents can enjoy the many activities, share their day with friends or enjoy time in the spacious lounges and landscaped gardens.



Solihull

Our Solihull Home offers a warm welcome to residents and their families. The Home is rated 'Outstanding' by the Care Quality Commission in all five areas and staff provide specialist dementia and nursing care tailored to the needs and wishes of each individual. Every aspect of the Home has been designed with our residents' well-being in mind.

