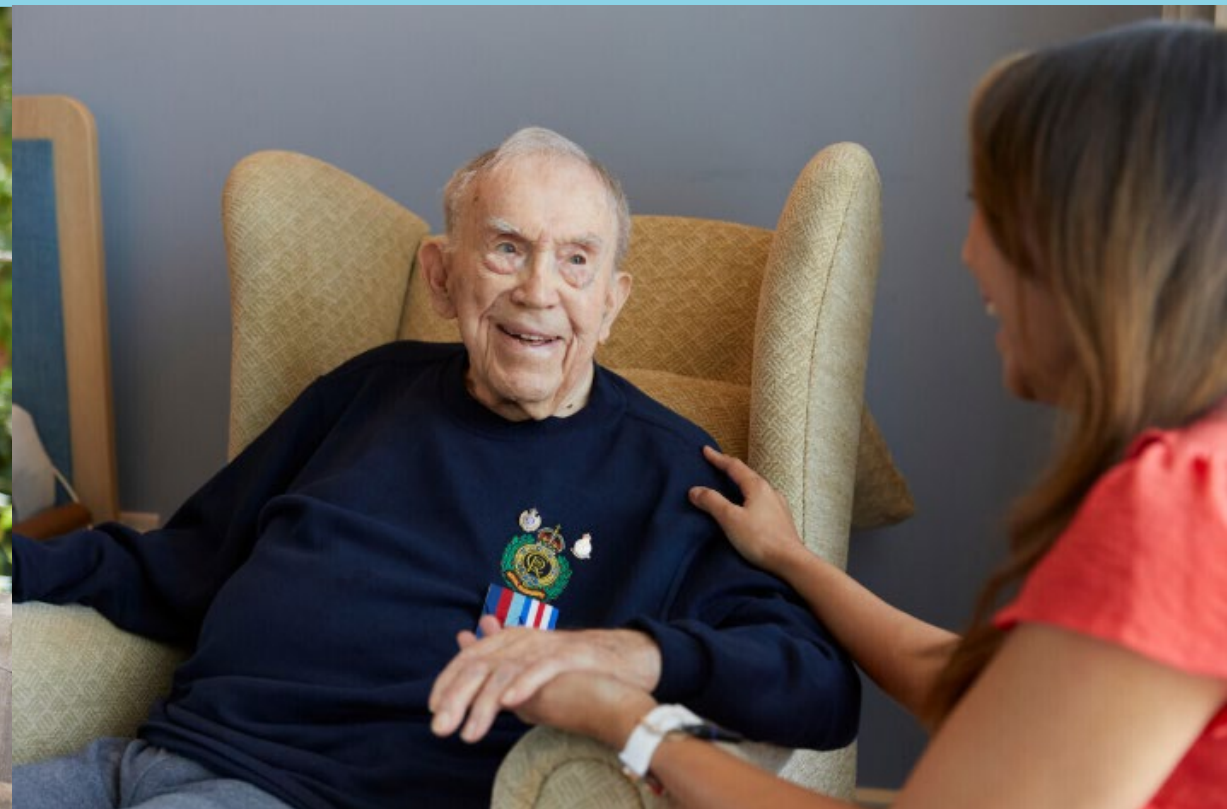




**Royal Star
& Garter**

Care with courage



Digital Marketing Manager – Central Services

Candidate information pack





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Care with courage

Welcome to Royal Star & Garter

We have the privilege of ensuring that the veterans and families we care for and support can lead happy and fulfilled lives. We now run four care Homes and have also launched new services reaching out into the community, including Day Care, Lunch Clubs and a free to access Telephone Friendship Service.

We're looking for an experienced and strategic Digital Marketing Manager to lead activity on a 12-month contract. You'll be a confident digital leader who combines creative flair with data-driven decision-making, someone who can design and deliver high-impact campaigns, manage and motivate others and deliver measurable results. With expertise across digital channels, you'll drive recruitment, fundraising, and legacy digital marketing activity while also managing two websites to ensure the seamless digital marketing integration of Care for Veterans into the Royal Star & Garter Group.

We operate a hybrid model, and while some of the role can be home-based, regular visits to our Twickenham office and occasional attendance at our Homes is expected.

If you're passionate about using digital storytelling to inspire action and want to make a difference to the lives of veterans and their families, we'd love to hear from you.

Michelle Danks
Head of Marketing & Communications

The role at a glance

Title: Digital Marketing Manager

Location: Hybrid – minimum one day per week in Twickenham & occasional visits to our Homes

Reports to: Head of Marketing & Communications

Hours: 35 hours per week – 1 year contract

Salary: £45,000

Closing date: Friday 21st November

Job description

- To lead the development and delivery of our digital marketing engagement strategy, ensuring activity supports organisational priorities and drives growth.
- To plan and manage integrated digital marketing campaigns that achieve objectives in recruitment, occupancy, and fundraising, supported by strong data insight and analysis.
- To manage the digital marketing integration of Care for Veterans into The Royal Star & Garter Group,
- To create and manage high-quality digital content and copy that brings our brand to life, engaging and inspiring our audiences.

Key responsibilities

Strategy & planning

- Develop and manage a coherent digital marketing roadmap, identifying opportunities for innovation, growth, and improved user experience.
- Develop digital audience development strategies that strengthen engagement, conversion, and retention across multiple channels.
- To manage the digital marketing integration of Care for Veterans into The Royal Star & Garter Group, ensuring alignment of websites, social media platforms, messaging, and audience engagement.
- Ensure our digital marketing activity supports and enhances the brand strategy and customer journeys identified for specific audiences.
- Advise senior leaders on digital marketing trends, insights, and performance, influencing decision-making and investment priorities.

Campaigns & digital delivery

- Lead on the strategy, planning, and execution of high-impact digital marketing campaigns for staff recruitment, fundraising, and occupancy.
- Direct the creation of compelling digital content, including video, photography, and written assets, that reflect our values and engage diverse audiences including supporters, residents, families, and staff across all channels.
- Manage all paid digital marketing activity, including search, display, and social advertising, ensuring campaigns are optimised for performance and ROI.
- Manage the optimisation, and development of our websites, ensuring they provide excellent user experiences and deliver measurable results.
- Working with relevant Fundraising teams, drive the strategic use of email marketing and automation to nurture relationships and deepen supporter engagement.

To apply

Send your CV and a covering letter (no more than two sides) outlining how you meet the person specification to:
michelle.danks@starandgarter.org

Please include any paid or voluntary experience that you think might be relevant and ensure that you tell us what you will bring to the role.

Job description - continued

Data, Insight & Innovation

- Lead a data-driven approach to digital marketing, ensuring robust tracking, reporting, and analysis of all activity.
- Set clear KPIs and performance benchmarks for digital channels, using insight to inform continuous improvement.
- Identify and implement new digital tools, platforms, and approaches to improve marketing reach, engagement, and conversion.

Management & process

- Manage, develop, and inspire the Digital Marketing Officer and Legacy Marketing Officer, providing clear direction, feedback, and opportunities for growth.
- Manage the digital marketing budget, ensuring spend is efficient, effective, and aligned to strategic priorities.
- Manage the digital content library, including video case studies and photography, ensuring assets are well-managed and accessible.
- Maintain oversight of all digital workflows and project scheduling, ensuring timely delivery and high-quality output.
- Act as a brand guardian, ensuring consistency of message and visual identity across all digital touchpoints.
- Ensure compliance with data protection, accessibility, and fundraising regulations
- Undertake other duties consistent with the seniority and scope of this post.

Other

- To be able to work in our Homes in Surbiton, Solihull, High Wycombe and Worthing when required.

We anticipate this role will be hybrid, minimum one day per week in our Twickenham Office & visits to our Homes

For an informal conversation on the role please contact the Head of Marketing & Communications, Michelle Danks

michelle.danks@starandgarter.org

Person specification

Person specification

Knowledge & experience

- Significant experience leading digital marketing across multiple channels in different organisations
- Proven experience developing and implementing digital strategies that deliver measurable results.
- Strong experience managing websites, digital campaigns, and social media channels, including use of content management systems and marketing automation platforms.
- Demonstrable success in leading digital acquisition, retention, and engagement activity.
- Experience managing budgets, agencies, and internal stakeholders.
- Line management experience with a track record of developing team capability.

Skills

- Expertise in digital marketing tools and techniques, including SEO, PPC, Google Analytics, Google Ads, social media advertising, and CRM systems.
- Strong analytical and strategic thinking skills, with the ability to translate insight into actionable plans.
- Excellent leadership, communication, and influencing skills across all levels.
- Strong project management skills with the ability to manage multiple priorities and deadlines.
- Excellent copywriting, editing, and content development skills.
- Ability to build effective internal and external relationships and collaborate across teams.

Other:

- Willingness to travel and work flexibly, including occasional evenings and weekends.
- Ability to work across our Homes in High Wycombe, Solihull, Surbiton, and Worthing when required.

Personal characteristics should include:

- A digital leader who inspires creativity, innovation, and high performance.
- Proactive, resourceful, and solutions-focused.
- Collaborative and supportive, with a commitment to shared success.
- Passionate about using digital to make a positive impact in people's lives.
- Committed to our values and to the wellbeing of those we support.



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 families 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 £45,000
- 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)
- Ten weeks full occupational sick pay before statutory sick pay
- Access to appropriate professional bodies and payment of relevant membership fees after six months of employment
- Learning and development – opportunities to support you in your role

Conditions of employment



Any offer of employment made will be subject to the following conditions:

- Satisfactory references covering the last 5 years from at least two references, including one from your current or most recent employer
- A pre-employment medical screening
- Enhanced DBS Disclosure
- Proof of the Right to Work in the UK

Confirmation in post will be subject to:

- A satisfactory 3-month probationary period.

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 outstanding care and support that recognises the needs of veterans and their families.

Our care

We provide care, support and friendship for those who have had the courage to serve so that they can live well. We deliver that through high quality Homes, a range of services in the local community, by driving innovative practice and by setting the standards for others to follow. We offer:

- Nursing care
- Dementia care
- Short-break/respite care
- End of life care
- Day care
- Lunch Clubs
- Telephone Friendship Service

About us



Our future

We are developing new services beyond our four Homes, including an outreach service to provide support in veterans' own homes and a community for younger veterans. We continue to reach more ex-Service personnel in residential care through the Veteran Friendly Framework. Our work to promote greater collaboration will deliver better outcomes for the Armed Forces community.

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 families. We have been championing the development of nursing associates in the social care workforce for several years and support many of our carers to develop new skills.

High Wycombe

Our High Wycombe Home (rated Outstanding by the CQC) has been designed with comfort and wellbeing in mind. There are plenty of activities to enjoy, opportunities to socialise with friends, or simply relax in the spacious lounges and landscaped garden.



Solihull

Our Solihull Home is rated Outstanding in all five areas by the Care Quality Commission. Loving, compassionate care is tailored to each individual and every detail designed for comfort and wellbeing, it's a place where residents and their families can truly feel at home.



Surbiton

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



And rated **'Outstanding'**
in the care category.



Worthing

Our Worthing Home places each person at the heart of their care, with personalised rehabilitation plans that promote independence, confidence and wellbeing. The dedicated team includes in-house physiotherapists and occupational therapists who offer hands-on support with warmth and encouragement.

