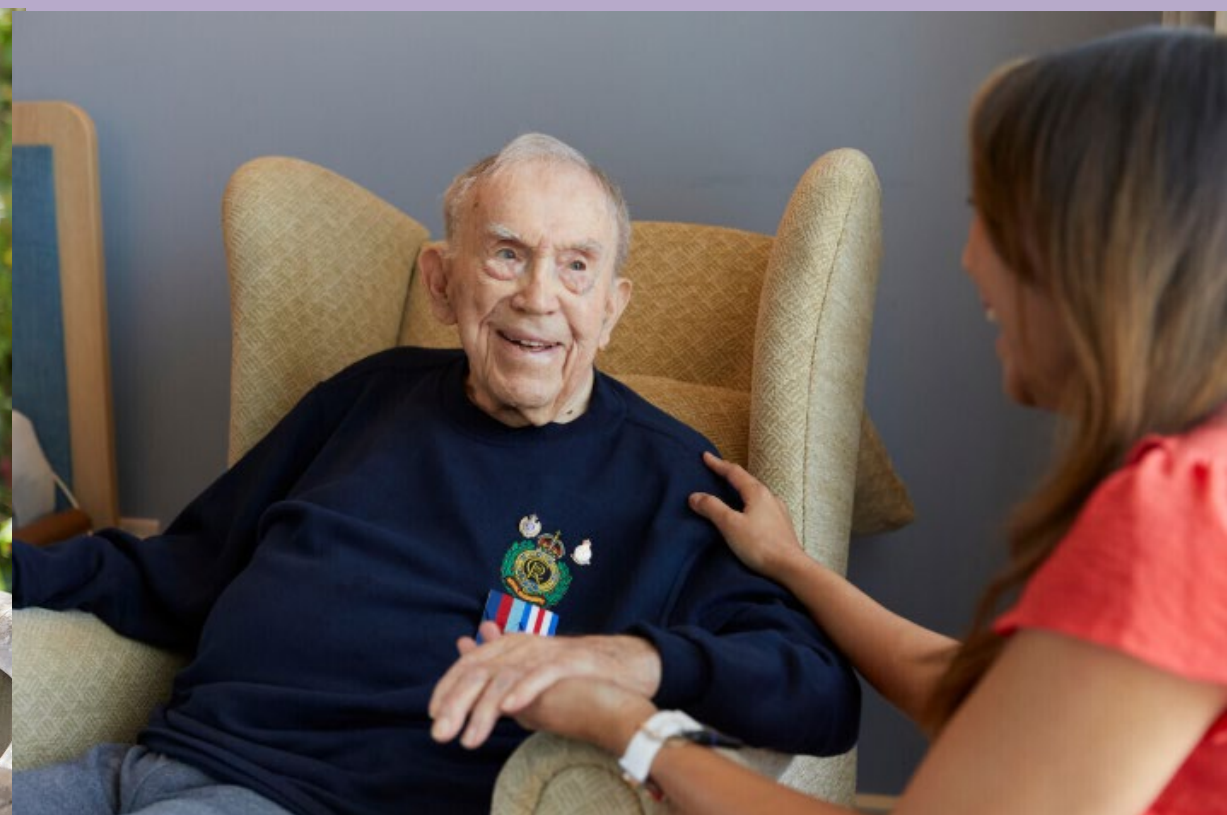




**Royal Star  
& Garter**

Care with courage



# Marketing Manager - Services

Candidate information pack





**Royal Star  
& Garter**

Care with courage

# Welcome to Royal Star & Garter

Being part of this incredible charity has shown me, time and again, the remarkable courage displayed by those we look after every day. Many arrive when they need extra support or can no longer live independently, and it's a privilege to help them lead happy, fulfilled lives. The dedication of our care teams is exceptional, and they are supported every step of the way by our Central Services colleagues.

We're seeking an experienced Marketing Manager to drive the promotion and growth of our Homes and services. In this strategic, hands-on role, you'll lead marketing campaigns, manage the customer journey from awareness to enquiry, and ensure every touchpoint delivers a high-quality experience. You'll also use your creativity to produce marketing materials and manage community engagement initiatives, such as open days, to showcase our services and strengthen local relationships. Using insight and analysis, you'll provide recommendations to support the growth of our care services and keep our Homes thriving.

We're looking for someone who shares our values, collaborates well across teams, and can work independently to deliver agreed outcomes. We operate a hybrid model, and while much of the role can be home-based, regular visits to our Homes and our Twickenham office are expected to deepen understanding of our work and foster strong internal relationships.

If this is you, then we look forward to receiving your application. Thank you for your interest.

Michelle Danks  
Head of Marketing & Communications

## The role at a glance

**Title:** Marketing Manager - Services

**Location:** Hybrid – with regular visits to our Homes (High Wycombe, Solihull, Surbiton and Worthing) and our Central Services Office in Twickenham.

**Reports to:** Head of Marketing & Communications

**Hours:** 35 hours per week

**Salary:** £45,000

**Closing date:** Wednesday 24<sup>th</sup>  
September



# Job description

## Purpose of the role

- To lead and shape the marketing strategy for our services delivered to veterans and their families through our Homes and out into the local community ensuring strong positioning, visibility, and engagement.
- To take ownership of the marketing required to deliver successful customer journeys across all service areas, driving growth in enquiries, conversions, and service uptake.
- To provide strategic insights through effective reporting and analysis, influencing decision-making at senior level.

## Key responsibilities

### Marketing & Communications

- Develop, lead, and implement integrated marketing strategies that promote the full range of services provided by our Homes (including but not limited to: Lunch Club, Day Care, Short Breaks, and full-time care), ensuring these remain responsive to changing needs and market trends.
- Lead the development and delivery of marketing strategies for wider services delivered into the local community positioning these as trusted and accessible options for families and carers.
- Use data and insights via Found and other reporting tools to provide regular analysis on enquiries and service performance, producing recommendations that shape future planning.
- Ensure a consistently excellent customer journey, from initial enquiry through to service uptake, identifying opportunities to enhance engagement and improve experience
- Oversee the creation and delivery of engaging content across digital channels, website, and print, ensuring services are presented clearly and compellingly.
- Use your creative flair to design and produce a wide range of marketing assets from brochures to promotional items, to showcase individual Homes and services and strengthen the Royal Star & Garter brand across the group.
- Manage community engagement through service-focused events, such as open days, ensuring they are well-promoted, attended, and deliver a positive experience for visitors.
- Act as a key liaison with senior colleagues across Homes, services, fundraising, and partnerships, ensuring marketing activity supports organisational priorities and service growth.

## To apply

Send your CV and a covering letter (no more than two sides) outlining how you meet the person specification to:  
**[olivia.watson@starandgarter.org](mailto:olivia.watson@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

## Process

- Manage and monitor the marketing budget for our care services, ensuring resources are allocated effectively and deliver strong return on investment.
- Provide leadership in maintaining efficient systems and processes across the Marketing & Communications team, including project tracking, storage, and reporting.
- Champion best practice in customer journey mapping, identifying opportunities to enhance engagement and retention.
- Contribute to organisational strategy by providing senior-level insight on service marketing, audience trends, and sector developments.

## Other

- To adhere to data protection legislation and to be fully conversant with relevant legislation and the guidelines.
- To understand and ensure we are compliant with Competition & Markets Authority guidance on care home
- To undertake other such duties as may be required and which are consistent with the nature of this role.

We anticipate this role will be hybrid, with regular visits to our Homes (High Wycombe, Solihull, Surbiton and Worthing) and our Twickenham Office.

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

**[michelle.danks@starandgarter.org](mailto:michelle.danks@starandgarter.org)**

# Person specification

## Knowledge and experience

- Proven experience in devising and delivering successful marketing plans with a strong focus on customer experience and engagement.
- Demonstrated ability to work in a fast-paced marketing environment, effectively planning, prioritising, and managing a varied workload to deliver projects on time and to a high standard.
- Strong knowledge and practical understanding of digital marketing, including social media, email marketing and analytics.
- Good understanding of relevant marketing and charitable legislation and guidelines.
- Experience of enquiry management and reporting systems (e.g., *Found*) is desirable.

## Skills and abilities

- Outstanding communication skills, with the ability to engage, influence, and inspire diverse audiences at all levels.
- Proven copywriting and editing expertise, delivering clear, compelling, and accurate content across multiple channels.
- Excellent relationship-building and stakeholder management skills, with the ability to collaborate effectively across teams and develop strong internal and external networks.
- Strong creative skills, with proficiency in Adobe Creative Suite (or other design software) to support the development of high-quality marketing materials.
- Advanced IT literacy, including confident use of MS 365 and Teams to manage workflows and collaboration.
- Highly analytical, with the ability to interpret complex data, generate actionable insights, and apply them to enhance marketing performance.
- Experience of WordPress or other CMS platforms (desirable), with the ability to maintain and optimise digital content.
- A proactive and creative leader with energy and enthusiasm, demonstrating a strong commitment to the mission and values of Royal Star & Garter

## Other

- The ability to travel and work remotely, including the location of our Homes in High Wycombe, Solihull, Surbiton, and Worthing. Travel to the Central Services office in Twickenham will also be required. Be willing to work flexibly including some evenings and weekends.

## Personal characteristics

- Genuine enthusiasm and passion for our mission, with a strong commitment to living our organisational values.
- A proactive self-starter with energy and drive, who inspires and motivates others through a positive and collaborative approach.
- Sets and maintains high performance standards for both self and team, with a focus on excellence in delivery.
- Approaches work with a positive, solutions-focused mindset and resilience in the face of challenges.
- Reliable and professional, with the ability to remain flexible, calm, and composed under pressure.

# Conditions of employment

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

- Satisfactory references covering the past 5 years from at least two referees, 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

**We reserve the right to update and amend your job description to ensure it accurately reflects the role.**

## **Our values**

A stylized cross logo is centered in the background of the slide. It consists of a white cross inside a white circle, which is surrounded by a white ring. The entire logo is set against a solid pink background.

## **With love**

A stylized cross logo is centered in the background of the slide. It consists of a white cross inside a white circle, which is surrounded by a white ring. The entire logo is set against a solid light blue background.

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

## **Living positively**

A stylized cross logo is centered in the background of the slide. It consists of a white cross inside a white circle, which is surrounded by a white ring. The entire logo is set against a solid teal background.

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

## **As a family**

A stylized cross logo is centered in the background of the slide. It consists of a white cross inside a white circle, which is surrounded by a white ring. The entire logo is set against a solid light green background.

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

## **Standing in their shoes**

A stylized cross logo is centered in the background of the slide. It consists of a white cross inside a white circle, which is surrounded by a white ring. The entire logo is set against a solid yellow background.

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

## **Take courage**

A stylized cross logo is centered in the background of the slide. It consists of a white cross inside a white circle, which is surrounded by a white ring. The entire logo is set against a solid light purple background.

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

# Offer



## Although we are a charity, we offer a generous package

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- 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



# About us



## Our mission

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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

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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 Service
- Lunch Clubs
- Telephone Friendship Service

# About us



## Our future

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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

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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

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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.

# Our Homes



# High Wycombe

Our High Wycombe Home 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.

