



**Royal Star  
& Garter**

Care with courage



# Marketing Officer

Candidate information pack





**Royal Star  
& Garter**

Care with courage

# Welcome to Royal Star & Garter

I joined the charity in April 2012 and I am constantly 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. The teams in our three Homes are nothing short of exceptional creating magical moments every day, while colleagues in Central Services provide unrivalled support. We are also launching new services including support for veterans in their own homes and creating a community and Home for younger veterans.

We are looking for an experienced and enthusiastic Marketing Officer to join our Marketing & Communications Team to develop and implement multi-channel marketing campaigns to drive occupancy and new services. As the Marketing Officer you will work closely with colleagues across Royal Star & Garter, including the teams in each of the three Homes, to help design and produce engaging creative materials. This role involves developing compelling marketing campaigns both online and offline and is a great opportunity to develop your skills in design, analytics and communication.

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 in our Hampton Office once a week with occasional visits to our Homes in Surbiton, Solihull and High Wycombe to engage with colleagues and beneficiaries. If this is you, then we look forward to receiving your application. Thank you for your interest.

Michelle Danks  
Senior Marketing & Communications Manager

## The role at a glance

Title: Marketing Officer

Location: Hybrid working with one day per week in our Hampton Office and occasional visits to our Homes in Surbiton, Solihull and High Wycombe.

Reports to: Senior Marketing & Communication Officer

Hours: 35 hours per week

Salary: £30,000 PA

**Closing date: Monday 27<sup>th</sup>  
November 2023**

# Job description

- Purpose
1. To research and develop multi-channel marketing campaigns to drive occupancy and new services and to lead on their implementation.
  2. To create and execute digital marketing campaigns to support our services
  3. To work on design for inhouse creative projects, including the development of engaging on and offline materials for our services and fundraising.

## Marketing & Communications

- Key responsibilities
- To implement the marketing plans to promote our range of services offered both in and out of our Homes.
  - To research and develop relationships with media channels to negotiate media space and to design and deliver artwork.
  - To produce digital marketing content and campaigns to engage and convert our priority audiences.
  - To develop compelling and emotive content for our website ensuring it reflects the range of services we offer.
  - To work on the design and production of literature and materials both on and offline to support our services and with teams across Fundraising and other departments.
  - To develop and review marketing materials, ensuring they are up-to date and in line with our brand and key messages.
  - To support on all photography to ensure our image bank is up to date.
  - To develop merchandising from concept to production, working with other teams within fundraising and the wider organisation.



# Job description - continued

## Process

- To produce regular updates and analysis making use of the data on our enquiry system (Found).
- To keep accurate spreadsheets of all activity and costs.
- To maintain the current Marcomms system to track and store projects, ensuring they are logged on the workflow system.
- To work with Fundraising on the monitoring of literature and merchandise.

## Other

- To be a brand ambassador ensuring consistency to a range of audiences.
- To adhere to data protection legislation and to be fully conversant with relevant legislation and the guidelines.
- 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, working from home, one day a week in our Central Services Office in the Hampton area and occasionally visiting our homes (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 Officer, Diane Fisher [diane.fisher@starandgarter.org](mailto:diane.fisher@starandgarter.org)**

## 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

**[diane.fisher@starandgarter.org](mailto:diane.fisher@starandgarter.org)**

# Person specification

## **Knowledge and experience:**

- Experience of working in a busy marketing environment with the ability to plan, prioritise and manage a varied workload delivering projects to a high standard.
- Experience using digital tools, such as website content management systems, photo or video editing software and the ability to pick up new tools quickly.
- Experience of paid social especially Meta advertising.
- Good knowledge of relevant marketing and charitable legislation and guidelines.

## **Skills:**

- Excellent communication and listening skills across a wide range of audiences.
- Excellent editing and copywriting skills with attention to detail and accuracy.
- Strong relationship building with the ability to work across teams and build effective internal and external networks.
- Good design skills including Adobe (other design packages).
- Good IT skills including MS 365, Teams.
- Strong analytical skills, with the ability to use data to improve marketing performance.
- An enthusiasm and commitment to the work of Royal Star & Garter.

## **Other:**

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



# Person specification - continued



## Personal characteristics should include:

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

**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.**



# Conditions of employment

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

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

## 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 £30,000
- 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.

# 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' wellbeing in mind.

