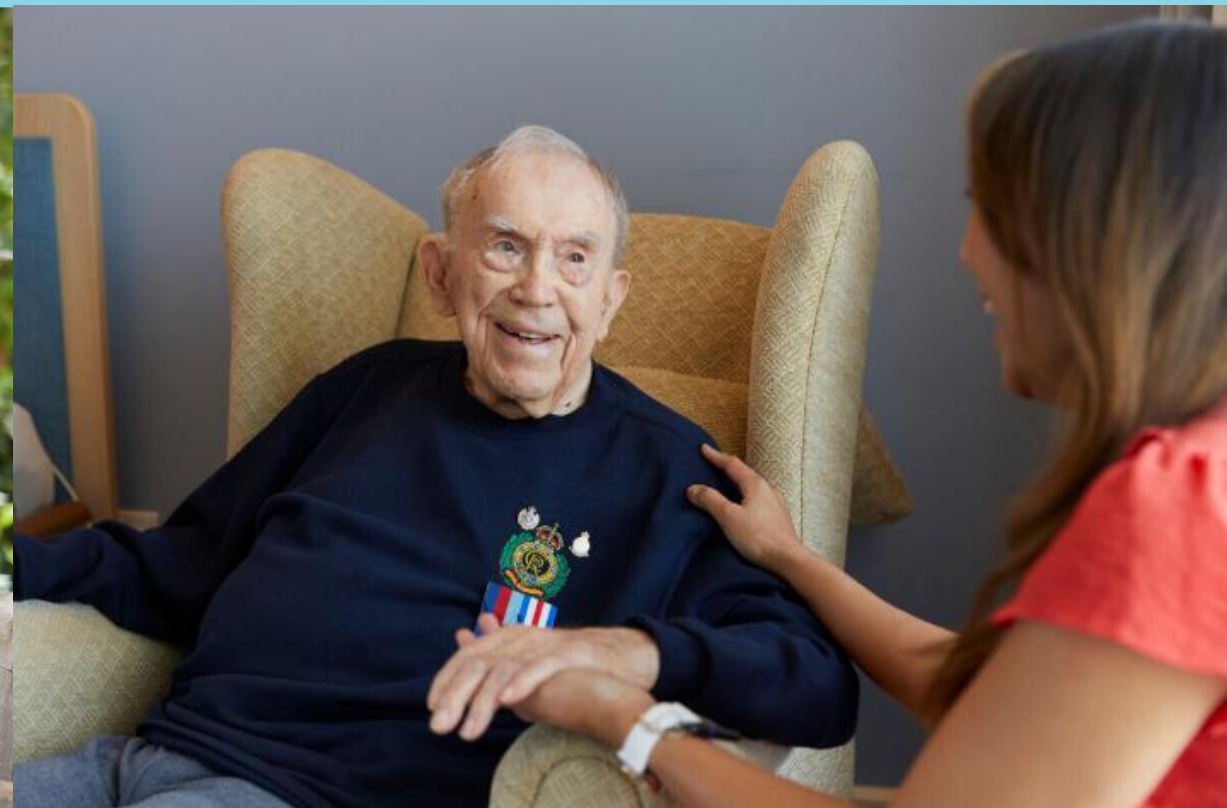




**Royal Star  
& Garter**

Care with courage



# Marketing Officer – Central Services

Candidate information pack





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& Garter**

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 a **full-time**, experienced **Marketing Officer** to plan and implement multichannel campaigns for the services outlined above and to ensure that our Homes maintain good occupancy levels. You'll have good hands-on experience of optimising and analysing campaigns and reporting on results. We're looking for someone with great creative development skills, editing experience and a keen eye for detail, who wants to help deliver impactful marketing.

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 delivering effective campaigns and want to make a difference to the lives of veterans and their families, we'd love to hear from you.

Alison Price  
Marketing Manager - Services

## The role at a glance

**Title:** Marketing Officer

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

**Reports to:** Marketing Manager - Services

**Hours:** 35 hours per week

**Salary:** £32,000



# Job description

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

## Key responsibilities

### **Marketing & Communications**

- 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.

### **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.

## To apply

Send your CV and a covering letter (no more than two sides) outlining how you meet the person specification to:

**[alison.price@starandgarter.org](mailto:alison.price@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.

# Person specification

## **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 in implementing and optimising digital campaigns on google ads and meta and a good understanding of campaign tracking.
- Knowledge of SEO best practice and analytics packages.
- 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.
- Demonstrates commitment to our mission and values

### **Other:**

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

### **Personal characteristics should include:**

- Demonstrates commitment to our mission and values
- Proactive and able to inspire collaboration across teams
- Committed to achieving high-quality outcomes and supporting team success
- A positive attitude
- Reliable, professional manner; flexible and calm under pressure

## 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

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- Salary of £32,000
- 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 6-month probationary period.

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

# 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.

