

Care for Veterans

a Royal Star & Garter Home



Marketing & Communications Officer

Candidate information pack



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Welcome

We are a charity that provides loving, compassionate care and support to veterans and their families, both in our Homes and through services that reach into the wider community. Following our recent merger with the Armed Forces charity Care for Veterans in Worthing, I'm delighted to share details of an exciting opportunity at this Home.

We're looking for a skilled and motivated **Marketing & Communications Officer** to help us share these powerful stories and strengthen awareness of Care for Veterans' vital work. This role will provide one year maternity cover and will play a key part in raising our profile, supporting engagement and fundraising campaigns, and ensuring our communications reflect our compassion and commitment.

You'll bring strong writing skills, creativity, and a collaborative approach, with experience in delivering compelling content across digital, print and media channels. You'll work closely with colleagues across Care for Veterans and Royal Star & Garter to develop and deliver communications that connect with a wide range of audiences, from families and supporters to partners and the wider public.

We're looking for someone who shares our values, thrives in a team, and is confident working independently to deliver high-quality work. We operate a hybrid working model, with this role based two days a week at our Worthing Home to build strong relationships and gain a deeper understanding of our work. The rest of your time can be home-based, with occasional visits to Royal Star & Garter's Twickenham office as needed.

If this sounds like you, we'd love to hear from you. Thank you for your interest in joining Care for Veterans, a Royal Star & Garter Home.

Warm wishes,
Michelle Danks
Head of Marketing & Communications

The role at a glance

Title: Marketing & Communications Officer

Location: Hybrid – with home working and an expectation to work two days per week from Care for Veterans in Worthing.

Reports to: Head of Marketing & Communications, Royal Star & Garter

Hours: 37.5 hours per week

Contract: One year maternity cover

Salary: £35,000 PA

Job description

Purpose of the role

- To support a range of activity that helps raise the profile of the Royal Star & Garter group with a focus on Care for Veterans.
- To provide design services for inhouse creative projects, including the development of on and offline materials to support marketing and fundraising activity.
- To maximise our digital platforms to increase awareness and engagement.
- To lead on activity to promote occupancy and other services provided by the Home

Marketing & PR

- Coordinating the development of the Care for Veterans website, bringing content into line with Royal Star & Garter and helping prepare for a longer-term integration.
- Creating engaging content for the Care for Veterans website and social media platforms.
- Development of press content supporting our focus on the Royal Star & Garter group as an exemplar of best practice.
- Effective support for a range of Care for Veterans fundraising events to include digital marketing and attending in person.
- To develop and design marketing materials and literature to be used across Care for Veterans.
- To design and write the content for donor and supporter newsletters (print and digital)
- To develop and implement marketing plans to support occupancy and services for Care for Veterans, including Day Care.
- To develop paid digital advertising campaigns to support activity across fundraising and occupancy

Process & administration

- Review, update and oversee the Care for Veterans consent process.
- Support on incoming media enquiries with a focus on Worthing site.
- Support the planning, tracking and updating of the marketing and communications budget to ensure accurate financial reporting.
- Support the roll out of the new Care for Veterans brand overseeing a range of material production.
- We have an inclusive approach to administration and expect all team members, regardless of level, to be responsible for identifying and effectively managing this aspect of their work
- To provide appropriate support on other Royal Star & Garter activity as required and directed by the Head of Marcomms.

Other

- To be a brand ambassador encouraging a deep understanding of our values and aims, ensuring consistency to a range of audiences.
- To understand and adhere to relevant laws including data protection.

To apply

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

ajla.dizdarevic@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.

Location

We anticipate this role will be hybrid, working two days per week from our Worthing Home.

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.
- A sound knowledge and understanding of digital marketing.
- Good knowledge of relevant marketing and charitable legislation and guidelines.

Skills:

- Excellent communication and listening skills across a wide range of audiences.
- Good editing, copywriting and design skills with excellent attention to detail and accuracy.
- Strong relationship building with the ability to work across teams.
- Good IT skills including MS 365, Teams, Mailchimp, Canva and Adobe or other design packages.
- Experience of using Wordpress to maintain web content.
- An enthusiasm and commitment to the work of Care for Veterans and Royal Star & Garter.

Other:

- Be willing to work flexibly including some evenings and weekends.

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
- 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.

Closing date: Wednesday 3rd September

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

Michelle.danks@starandgarter.org

Conditions of employment

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

- Satisfactory references from two referees covering the last 5 years 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.

Offer

Although we are a charity, we offer a generous package

- Salary of £35,000
- 37.5 hours per week
- 25 days holiday per annum plus bank holidays
- Learning and development – opportunities to support you in your role

Values



As two charities currently merging, we expect you to role model the Royal Star & Garter values, while also demonstrating understanding of the values held by Care for Veterans.

Royal Star & Garter

- With love
- Living positively
- As a family
- Standing in their shoes
- Take courage

Care for Veterans

- Privacy
- Dignity
- Rights
- Independence
- Choice
- Fulfilment

About us



Care for Veterans

For over 100 years, Care for Veterans has provided long-term nursing care and rehabilitation for disabled veterans and their families from all over the UK.

Today, the 60-bed home in Worthing offers nursing and rehabilitation care with a specialism in disability. They provide loving, compassionate care and rehabilitation to approximately 100 beneficiaries each year, often for veterans who are facing the toughest battle of their lives.

They recognise that each individual and their needs are unique. They share the Royal Star & Garter approach to delivering quality care and provide a range of therapies designed to provide comprehensive support.

About us



Royal Star & Garter

We provide care, support and friendship for veterans and their families to live well. We do this in our Homes and through a range of services reaching into the community.

Our specialist nursing and dementia care focus on wellbeing, independence and living life to the full. The Wellbeing Teams offer meaningful activities, supporting skills and wishes, while in-house physiotherapy builds their strength and mobility.

We are here to guide and support our residents and their families through this new life phase so that they can enjoy quality time together. Day Care and Lunch Clubs offer a lifeline for veterans and their partners who may be struggling with isolation or loneliness. We also support people in their own homes, providing companionship through our Telephone Friendship Service.

Our range of services means that we support veterans and their families as their care needs change. We will never stop trying to do more to help improve their lives.