



Job description: Case Study Officer

About Blind Veterans UK

At Blind Veterans UK, we provide veterans with rehabilitation, training, practical advice and emotional support. We help vision-impaired ex-Service people regardless of the cause of their sight loss and of how long they served. Founded in 1915, we've provided support to tens of thousands of vision-impaired veterans.

Today, we support thousands of vision-impaired veterans and their families across the UK. As we look to the future, we are committed to reaching more serving personnel, reservists, and veterans earlier in their sight loss journey, ensuring they can access support when they need it most. We are also focused on strengthening awareness of our work, deepening engagement with the people who matter most to our beneficiaries, and growing the income needed to sustain and expand our services for generations to come.

We are one team united by a shared belief that no veteran should face sight loss alone. Together, we help rebuild lives after sight loss, creating opportunities for greater independence, confidence, and fulfilment.

Our values

- We are passionate
- We are supportive
- We are enabling
- We are caring



Rebuilding
lives after
sight loss

The basics

Job title	Case Study Officer
Post reports to	Marketing Manager
Directorate	Engagement
Team	Communications
Location	Home-based, with occasional travel to the London office
Budget responsibility	None
Number of direct reports	None
Contract type	Permanent, full time

The purpose of the role

To lead the creation, management, and development of Blind Veterans UK's case study library to provide case studies that build awareness, drive engagement, and support the strategic objectives of Blind Veterans UK. This is a new role.

Reporting to the Marketing Manager, the Case Study officer will take ownership of the charity's case study library with strategic support from their line manager and the wider senior leadership team.

The role will work closely with colleagues across marketing, communications, fundraising and other relevant stakeholders to ensure the charity has the best variety of case studies that can be utilised by the various teams in Engagement.

The postholder will also ensure and track that all case studies have the correct consent.



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Main accountabilities

- Creating Blind Veterans UK's case study library to provide case studies that build awareness, drive engagement, and support the strategic objectives of the charity.
- Manage the Blind Veterans UK case study library working closely with relevant teams and colleagues to ensure they are using the library correctly and to the benefit of all in the charity.
- Contribute to the development of comms strategy in alignment with organisational goals.
- Be a key part of the team that produces and adapts written content for multiple channels and audiences in the charity.
- Generate and support content ideas across multiple channels in collaboration with digital and content colleagues.
- Working with relevant stakeholders, support and lead the planning and use of case studies relevant to the different teams.
- Monitor and evaluate our use of case studies, seeking constant improvement.

Additional responsibilities

- Attend in-house and relevant external training courses, as agreed with line manager.
- Practise and comply with all Blind Veterans UK current policies and procedures.
- Ensure GDPR and PCI DSS compliance across all activity with the support of the Head of Data and Insight and our DPO.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post
- Work with peers across engagement to establish a positive culture that others across the organisation want to work with and receive professional assistance from.



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Other dimensions of role

Autonomy and decision making

- The post will receive guidance from the Marketing Manager, in terms of prioritising workload and time management. The post holder will receive guidance on strategic direction but will have a high level of autonomy in relation to day-to-day activity and it is essential that the candidate has the proven ability to work under pressure often with conflicting priorities to drive tasks or projects to assured successful conclusions

Communications

- The post holder will use high level interpersonal and communication skills on a regular basis to influence decision making by others, this will include colleagues across the organisation
- The post holder will work with Senior Staff, internal and external stakeholders, including the charity's partners.
- Work with peers across engagement to establish a positive culture that others across the organisation want to work with and receive professional assistance from.

Work context

- The post operates within a busy department in a fast-moving charity where effective collaboration and teamwork across teams is pivotal.
- Primarily home based but given the nature of this role, the job holder may be required to travel within the UK on a regular basis.



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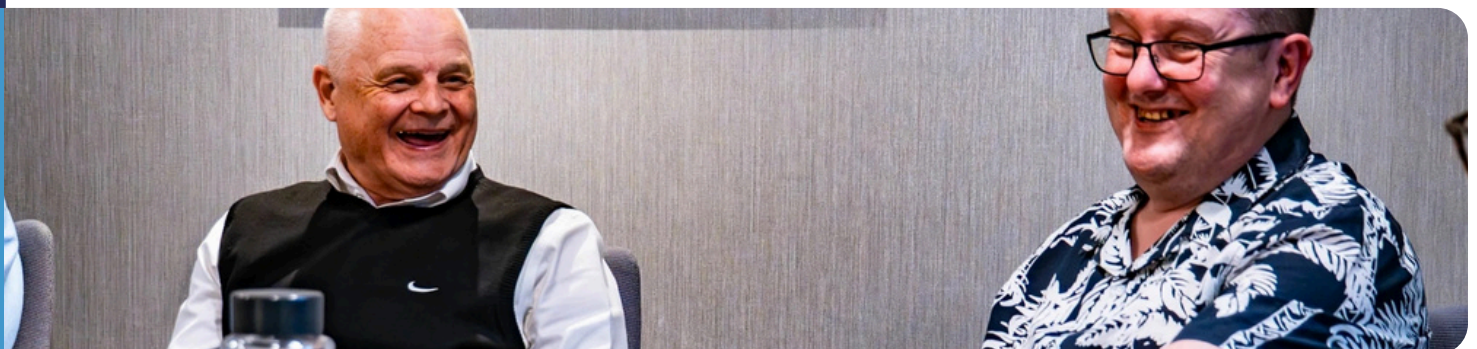
Qualifications, experience and skills

Essential

- Experience working in a marketing, communications, media or content team, with a strong understanding of what makes a good story.
- Demonstrable experience of sourcing, gathering and writing story content for internal and external audiences.
- Understanding of ethical storytelling, informed consent, data protection and the sensitive use of case studies.
- Strong writing, interpersonal and communication skills, with excellent attention to detail.
- Strong organisational, planning and project management skills, with the ability to manage competing priorities.
- Experience building positive relationships with a wide range of stakeholders, using tact, diplomacy and emotional intelligence.
- Resourceful, resilient and creative, with a persuasive and patient approach.
- Degree in a relevant discipline or equivalent vocational experience.

Desirable

- Charity, membership, service delivery, fundraising or public sector experience.
- Experience of communications for veterans, older people, disabled people, health, social care or support services.
- Understanding of living with a vision impairment and the impacts that can have.
- Experience working in a military environment.





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Where does this role fit in with the rest of the team?

The Case Study Officer sits within the Communications Team and reports to the Marketing Manager. The role helps ensure Blind Veterans UK has a strong, well-managed bank of stories that can be used across the charity to build awareness, deepen engagement and support key activity. Working closely with colleagues across Engagement, including Communications, Marketing, Digital, Fundraising and other teams, the postholder will help identify, gather, manage and share case studies so they are used sensitively, consistently and effectively.

This Job Description is a guide to the work the job holder is required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of the Contract of Employment.





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How to apply?

The Talent Set

The Talent Set is the exclusive recruitment partner for this campaign.

To apply for this role, please visit our dedicated microsite:

[Blind Veterans Microsite](#)

Accessibility

If you require this document in an alternative format or need any reasonable adjustments to support you through the recruitment process, please contact blindveteransuk@thetalentset.co.uk or call 020 3821 6023.

Equality, Diversity and Inclusion

The Talent Set is committed to inclusive recruitment practices that promote equal opportunity for everyone, regardless of race, sexual orientation, disability, age or gender.

We welcome applications from candidates from all backgrounds and will make reasonable adjustments wherever needed to ensure an accessible and fair recruitment process.

