



Job description: Digital Content Manager

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	Digital Content Manager
Post reports to	Head of digital
Directorate	Engagement
Team	Digital
Location	Home-based, with occasional travel to the London office
Budget responsibility	Content supplier and freelance budgets as delegated
Number of direct reports	Two direct reports, Digital editor and Senior content producer plus matrix contribution from social media producer where agreed
Contract type	Permanent

The purpose of the role

Lead the strategic digital content function for Blind Veterans UK, ensuring content is planned, adapted, governed, optimised and reused effectively across website, email, social media, paid media, digital campaigns, products and audience journeys. The role develops the digital content strategy and strategic content plans in alignment with the wider content strategy owned by Communications, working with relevant channel owners, business owners and subject matter experts so content is shaped for the right audience, channel, purpose and organisational objective.

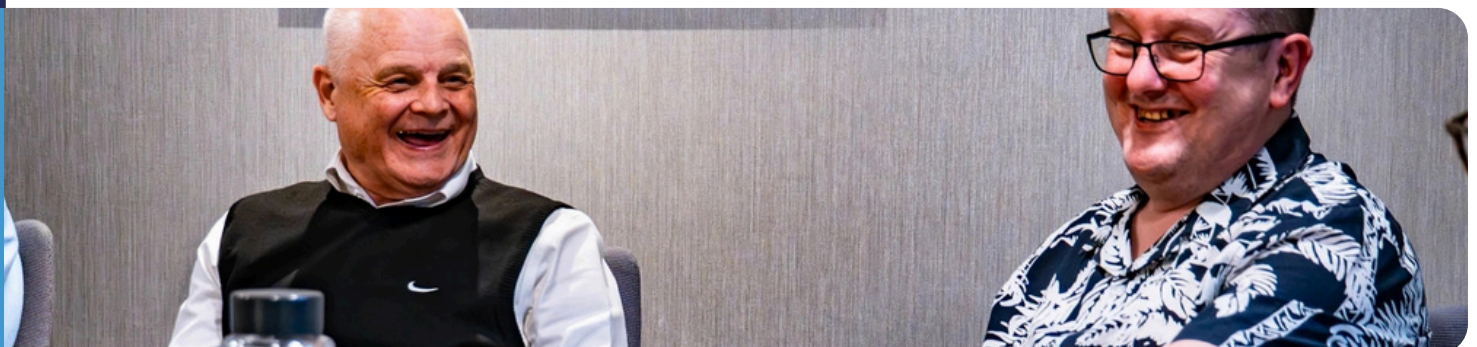


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Main accountabilities

Digital content strategy and planning

- Develop and implement strategic content plans aligned to the wider content strategy owned by Communications, the digital strategy and audience journey priorities.
- Bring relevant channel owners into strategic content planning, including digital channel owners and non-digital channel owners where appropriate, so channel expertise informs what content is developed, how it is adapted and where it is best used.
- Lead website content strategy and planning, drawing on input from the Digital editor, Digital insight and optimisation analyst, channel owners, user needs, search optimisation, accessibility and performance evidence.
- Provide digital creative direction for content and campaign concepts, ensuring ideas are shaped for digital audiences, user needs, channel requirements and organisational objectives, while working within Communications-owned brand and narrative guidance.
- Work with business owners and subject matter experts to understand the objectives, requirements and success criteria for commissioned content, ensuring digital content supports the intended organisational, service, fundraising or engagement outcomes.
- Coordinate how source stories, case studies, campaign materials, service information and supporter content are adapted, sequenced and reused across digital channels and audiences.
- Work with Communications to ensure digital content applies agreed brand, tone of voice and organisational messaging, while making clear that Communications owns brand governance, tone of voice, core narratives and sourcing of new case study or interview-led material.
- Own the digital content operating model, including commissioning, adaptation, reuse, approval, publishing, archiving and channel handover processes.





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Main accountabilities Continued...

Editorial and quality standards

- Set and maintain digital content standards covering readability, accessibility, search optimisation, content design, content quality and governance, applying the charity's agreed brand and tone of voice guidance.
- Provide editorial leadership and sign-off for digital content where required, ensuring content is fit for the channel, audience, journey and purpose.
- Lead strategic copywriting and editing for priority digital content, campaigns, journeys and website content where senior editorial input is required.
- Work with Communications to support a clear approach to using approved case studies, stories and campaign content across digital channels, ensuring digital reuse is coordinated, appropriate and avoids duplication, overuse or conflicting messages.
- Ensure business owners and subject matter experts remain accountable for factual accuracy, service or campaign objectives, subject matter expertise and confirming that content meets the requirements they commissioned.

UX, information architecture and content design

- Lead the content approach to website structure, page layouts, journeys and information architecture, ensuring content is easy to find, understand and act on.
- Apply strong working knowledge of UX and content design principles, while working with the Digital insight and optimisation analyst on user research, analytics, testing, journey evidence and optimisation insight.
- Commission or brief specialist UX design, prototyping or usability testing where required, working with insight, analytics and UX specialists to ensure findings inform content structure, clarity, accessibility and presentation.
- Ensure content is structured and presented using user-centred and accessible design principles.



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Main accountabilities Continued...

Search and channel optimisation

- Lead strategic search optimisation practice, using search intent, audience needs, performance evidence and specialist input to shape content strategy, priorities and improvement plans.
- Work with an SEO agency or specialist supplier on strategic search activity, technical recommendations, search opportunity analysis and prioritised improvement plans.
- Keep abreast of changes in search behaviour, AI-assisted search and generative discovery, working with SEO specialists to understand how content should evolve so it remains accurate, discoverable, authoritative, accessible and useful for audiences.
- Ensure content is adapted appropriately for website, email, paid media landing pages, organic social, digital campaigns, digital products, supporter journeys and other digital channels, with offline support provided where content production skills are required.

Channel owner collaboration

- Work collaboratively with relevant channel owners to agree the best role for each channel, taking account of audience needs, channel strengths, content format, frequency, timing, production requirements and performance evidence.
- Support digital and non-digital channel owners by providing content, digital content standards, reusable source material and commissioned content support where needed, while recognising that channel owners bring specialist expertise on how content should work in their channel.
- Recognise that channel owners retain responsibility for channel strategy, channel planning, scheduling, production decisions and channel-specific copy or adaptation, whether the channel sits within Digital, Communications, Fundraising or another team.
- Ensure content handovers between Digital Content and channel teams are clear, timely and practical, with agreed briefs, source material, approvals, usage permissions, adaptation requirements and channel-owner input.



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Main accountabilities

Multimedia and supplier management

- Oversee multimedia and digital asset production for channel-ready use, including video, photography, graphics, web assets, email assets, social content adaptations and campaign materials.
- Manage digital content suppliers, freelancers and agencies, developing clear briefs and quality assurance processes as needed.
- Work with Communications to ensure media consent, usage permissions and asset management processes are followed for all digital content and multimedia assets. Communications owns media consent governance and the central asset library; the Digital content function confirms appropriate consent before digital use, escalates unclear permissions and keeps records up to date for assets created, adapted or published by the team.
- Coordinate with Communications on brand identity, tone of voice, photography, case studies, offline content, asset management and the handover of sourced material into digital content production.

Other dimensions of role

- Role balances strategic digital content leadership with operational oversight of publishing, coordination, reuse, standards, quality and risk.
- Line manages two direct reports, with matrix contribution from the Social media producer where agreed.
- Requires strong influence across Communications, Digital, wider Engagement, channel owners, Fundraising, Membership, Volunteering, Service Delivery and Transformation, with clear boundaries between communications ownership, channel ownership and digital content production.
- Needs confidence to challenge unclear briefs, inconsistent reuse of case studies, weak channel fit, unclear consent, outdated assets or content that does not meet user needs.
- Works closely with the Digital insight and optimisation analyst on UX evidence, search analysis and performance insight, while retaining accountability for content decisions and channel-ready production.



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Qualifications, experience and skills

Essential

- Experience leading editorial standards, content operations and multi-channel digital content production.
- Strong strategic and practical understanding of search optimisation, including SEO, GEO and AEO, search intent, on-page optimisation, content structure, metadata, internal linking, AI-assisted search and working with SEO agencies or specialist suppliers.
- Understanding of how search behaviour, content discovery and AI-assisted search experiences are changing, including the implications for digital content strategy, planning and governance.
- Good working knowledge of UX, accessibility, plain English and content design, with an understanding of when to involve specialist UX, analytics or user research support.
- Experience managing content teams, suppliers or freelancers.
- Excellent writing, editing, stakeholder and quality assurance skills, with the ability to adapt source material for different digital channels, audiences and stages of the journey.
- Ability to balance brand, organisational messaging, user needs, channel requirements and content governance.

Desirable

- Experience with Umbraco or similar CMS platforms.
- Experience with email service providers such as Dotdigital or similar platforms, including adapting content for email templates and journeys.
- Experience commissioning UX, usability testing or content research.
- Charity, membership or service delivery experience.



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

The Digital content manager sits within the Digital Team and leads digital content, standards, planning, reuse, website content, UX/content design, search optimisation, content operations and channel-ready production support. The role line manages the Digital editor and Senior Media producer, with matrix contribution from the Social media producer where agreed. It works with Communications, Digital Engagement, relevant channel owners, business owners, subject matter experts and Insight in line with the content operating model, ensuring content is coordinated, accessible, discoverable, aligned to commissioned objectives and used appropriately across digital and non-digital channels.

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.

