



Job description: Digital editor

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 editor
Post reports to	Digital content manager
Directorate	Engagement
Team	Digital engagement
Location	Home-based, with occasional travel to the London office
Budget responsibility	No direct budget responsibility
Number of direct reports	0
Contract type	Permanent, full time

The purpose of the role

Deliver high-quality digital editorial content across Blind Veterans UK's public-facing digital channels, turning approved source content into accurate, accessible, optimised and user-centred digital content. The role provides specialist in-house capability in digital publishing, CMS use, on-page search optimisation, content optimisation and page presentation, with a particular focus on website, long-form and reusable source content. The focus is digital, but the role may also be commissioned to write, edit or adapt content for non-digital channels, such as print, direct mail or other offline materials, where editorial capacity is required.



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Main accountabilities

Digital publishing and CMS management

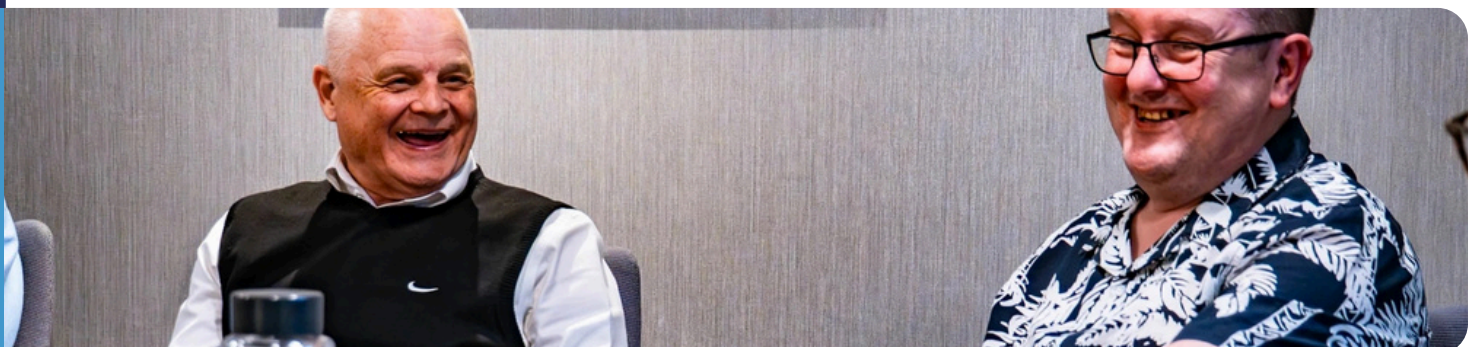
- Create, edit, publish and maintain content through the CMS.
- Lead day to day CMS administration, user guidance and publishing processes.
- Advise the Digital content manager on website content strategy, drawing on day-to-day publishing activity, content reviews, CMS knowledge, user needs, search optimisation and accessibility.
- Train nominated colleagues where appropriate governance and processes are in place.

Content quality and optimisation

- Write, edit, adapt and optimise approved source content for digital channels, ensuring it meets editorial, accessibility, readability, search optimisation, Communications-owned brand and tone of voice, and quality standards.
- Improve website structure, page presentation, navigation and user journeys within the standards set by the Digital content manager.
- Carry out regular content reviews to identify outdated, duplicated, underperforming or poorly reused content.

Search optimisation and accessibility

- Apply day-to-day search optimisation knowledge to website content, including search intent, on-page optimisation, metadata, content structure, internal linking and clear answers to user needs.
- Check content against accessibility and plain English standards.
- Work with the Digital insight and optimisation analyst to use performance evidence, search data and user insight to recommend improvements.





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Main accountabilities Continued...

Stakeholder support

- Work with business owners, subject matter experts and Communications to clarify briefs, objectives, audience needs and intended outcomes, ensuring commissioned copy reflects the agreed requirements and is prepared appropriately for the relevant channel.
- Check factual accuracy and objective fit with business owners and subject matter experts, ensuring they confirm that content meets the purpose and outcomes they commissioned.
- Support content handover between Communications and Digital, ensuring sourced stories, case studies, campaign content and service information are adapted appropriately for digital use.
- Apply Communications-owned brand, tone of voice and organisational messaging guidance, maintaining professional editorial challenge while recognising Communications' ownership of brand, tone of voice, organisational messaging and original story sourcing.

Channel support and handover

- Prepare long-form, website and reusable source content so it can be adapted by channel owners for email, social media, paid media and other digital engagement activity.
- Work with the Email Marketing Lead and Social Media and Acquisition lead and Digital Engagement Manager where content needs channel-specific adaptation, timing or format decisions.
- Respect channel-owner responsibility for scheduling, channel planning, testing, delivery and platform-specific copy where this sits within Digital Engagement.

Consent and asset use

- Check that images, case studies, video, photography and other media used in digital content have appropriate consent and usage permissions recorded before publication.
- Escalate unclear consent, expired permissions, restricted usage or missing asset information to the Digital content manager and Communications before publication.
- Support accurate use of the Communications-owned asset library by selecting the correct approved assets and flagging where digital versions, crops or updates need to be recorded.



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Other dimensions of role

- Requires autonomy in day-to-day content decisions within agreed standards and governance.
- Prioritises workload based on user need, organisational priorities, risk and content quality.
- Regularly works with non-specialists to make complex information clearer and more accessible.

Qualifications, experience and skills

Essential

- Strong experience writing, editing and publishing content for digital channels
- Practical experience using a CMS to create, edit, publish and maintain website content.
- Excellent understanding of search optimisation principles, accessibility and plain English, and how to apply them to clear, discoverable and user-centred website content.
- Strong attention to detail and editorial judgement.
- Ability to translate complex information into clear user-centred content.
- Experience working with stakeholders to clarify briefs, manage competing content requests and agree practical publishing priorities.
- Understanding of content design, information architecture and usability principles, including how to structure and present web pages so content is easy to find, understand and act on.
- Good understanding of content governance, approval processes and content lifecycle management.

Desirable

- Experience using email service providers such as Dot Digital or similar platforms.
- Experience using social media management tools such as Statusbrew
- Experience with Umbraco or similar CMS systems.
- Experience using analytics, search or content performance evidence to recommend content improvements.
- Experience writing or adapting content for non-digital channels, such as print, direct mail or other offline materials.



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

The Digital editor sits within the Digital content function and reports to the Digital content manager. The role is responsible for day-to-day editorial production, digital publishing, CMS maintenance, optimisation and content quality, with a particular focus on website and long-form written content.

It works with Communications, Digital Content and relevant channel owners in line with the content operating model, preparing approved source content for digital use and supporting clear handover where content is adapted for other 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.

