



Job description: Digital engagement executive

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 engagement executive
Post reports to	Email marketing lead
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, TBC

The purpose of the role

Provide practical delivery support across Digital Engagement, with a primary focus on supporting email implementation across the organisation. The role supports the Email marketing lead as a developing email specialist, helping to build, test, schedule and improve accessible, audience-led emails and journeys. It also provides flexible support across social media, paid activity, campaign delivery, reporting, administration and basic website or form updates where required.



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Main accountabilities

Email build, journeys and administration

- Build, test, schedule and send emails using the agreed email platform under the guidance of the Email marketing lead.
- Support the build and maintenance of email journeys, including journey emails, proofing, quality assurance, scheduling and send readiness.
- Support email administration including schedules, approvals, audience checks, proofing, quality assurance and handover notes.
- Assist with email segmentation, queries or audience checks where platform permissions and agreed processes allow, recognising that formal selections sit with Data and Insight.
- Check email content against accessibility, consent, data, preference, brand, tone of voice and channel standards before escalation for approval.

Copywriting and content support

- Draft, edit and proof email copy in line with briefs, brand, accessibility, plain English and channel standards.
- Support subject lines, preview text, calls to action, journey messaging and audience-specific email copy under the guidance of the Email marketing lead.
- Manage day-to-day briefing, feedback and approval conversations with subject matter experts and business owners, making practical recommendations and escalating more complex issues to the Email marketing lead.
- Adapt approved content and source information for email, social media and campaign formats under the guidance of the relevant channel owner.
- Support content development for e-newsletters, email journeys, campaign communications and wider digital engagement activity.

Website and form support

- Support the Digital content manager with routine website updates, CMS edits and basic page amendments where agreed.
- Support basic form creation, form updates, testing and maintenance, ensuring forms are accurate, accessible and working as expected.
- Export or collate website form data where agreed processes, permissions and data protection requirements allow.
- Escalate more complex website, content, accessibility, data, integration or technical issues to the Digital content manager, Digital tech lead or relevant specialist.



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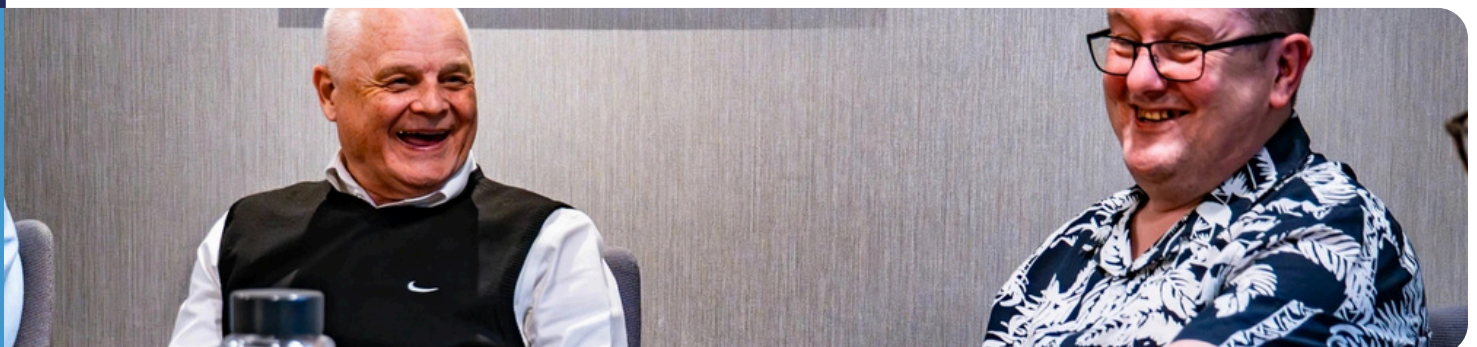
Main accountabilities Continued...

Social, paid and campaign support

- Provide cover or peak-period support for social media publishing, scheduling, moderation and community engagement under the guidance of the Social media and acquisition lead.
- Support paid social or wider paid digital activity where required by helping with copy, asset checks, tracking information, reporting inputs or campaign administration.
- Monitor responses and escalate issues, risks, sensitive enquiries or reputational concerns through agreed routes.
- Support social media performance monitoring and reporting by collating metrics, comments and practical observations.
- Check that social content, images, video and other assets have appropriate consent and permissions before use.

Reporting and team administration

- Support email, social media, website/form and campaign performance reporting by collating metrics, observations and learning.
- Provide team administration including supplier admin, invoicing support, asset coordination, meeting actions and process documentation.
- Contribute to process improvements that make email and wider digital engagement delivery more consistent, efficient and resilient.
- Maintain accurate records for briefs, approvals, schedules, assets, form checks, consent checks and handovers where required.





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Other dimensions of role

- Role works under guidance but should be able to manage assigned email, website/form and digital engagement tasks reliably and independently.
- Acts as a developing email channel specialist, supporting the Email marketing lead with practical delivery, stakeholder coordination, copywriting, build, quality assurance and journey support.
- Requires accuracy, responsiveness and good judgement around data, consent, permissions, accessibility, public engagement and channel standards.
- Provides flexible cover or support across social media, paid activity, website/form updates, reporting and team administration where capacity or priorities require.
- Must be confident escalating uncertainty rather than making unsupported decisions on consent, data, permissions, reputation, accessibility, technical issues or public response.

Qualifications, experience and skills

Essential

- Experience supporting email marketing, email build, digital marketing or digital engagement activity.
- Experience using an email service provider, such as Dotdigital or similar, to build, test, schedule or support email activity.
- Experience using a CMS, such as Umbraco or similar, to support basic website updates or digital content administration.
- Experience using social scheduling tools and writing for social media at a basic or support level.
- Strong writing, editing and proofreading skills, with the ability to write clear, audience-led email and digital copy.
- Understanding of email best practice, including build, proofing, quality assurance, accessibility, journeys, scheduling and approvals.
- Good stakeholder management and communication skills, with confidence understanding briefs, making practical recommendations and managing day-to-day feedback and approval conversations.
- Strong attention to detail and ability to follow processes accurately, especially around accessibility, GDPR, consent, permissions and channel standards.
- Good organisational skills and ability to manage multiple digital delivery tasks, schedules and handovers.
- Ability to work with approved content and source information and adapt it for different digital channels under guidance.



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Desirable

- Experience using CMS form tools or supporting basic form creation, form testing, form maintenance or data exports.
- Experience supporting website updates or wider digital content administration.
- Experience in charity, fundraising, membership, supporter, beneficiary or volunteer communications.
- Basic reporting or analytics experience.
- Experience supporting audience checks, email QA, asset coordination, permissions checks or campaign administration.

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

The Digital engagement executive sits within Digital Engagement and reports to the Email marketing lead. The role's primary focus is to support the Email marketing lead with email implementation across the organisation, including email build, journeys, quality assurance, scheduling, copywriting, stakeholder coordination and reporting. It acts as a developing email channel specialist rather than a channel owner.

The role also provides wider digital engagement support where capacity or priorities require. Social media and paid activity support is expected to be cover, peak-period or task-based support under the guidance of the Social media and acquisition lead. Basic website and form support is provided under the guidance of the Digital content manager, with more complex content, accessibility, data, integration or technical issues escalated to the relevant specialist.

The role works within the agreed content operating model and follows agreed channel standards, approval routes and escalation processes. Channel strategy and key channel decisions sit with the relevant channel owner, while Communications owns brand, tone of voice, organisational messaging, media consent and reputation guidance, and Digital Content supports production, versioning, standards, website content and adaptation where required.

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.

