



Job description: Digital insight and optimisation analyst

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 insight and optimisation analyst
Post reports to	Digital programme manager
Directorate	Engagement
Team	Digital
Location	Home-based, with occasional travel to the London office
Budget responsibility	No direct budget responsibility, unless delegated for research or tools
Number of direct reports	0
Contract type	Permanent, Full time

The purpose of the role

Develop the evidence base that helps Blind Veterans UK understand how audiences use, respond to and move through digital channels, products, services, content and journeys. The role turns complex data into clear, actionable insight, explaining what is happening, why it is happening and what should be improved next. Sitting within the Digital Team, it focuses on the measurement, evaluation and optimisation of digital activity, while working closely with the central Data and Insight Team to connect digital evidence with wider organisational insight where needed. The role supports digital content, channel and delivery teams with the insight and recommendations they need to make informed decisions and improve audience experience.



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Main accountabilities

Digital measurement framework

- Develop, maintain and embed the digital KPI framework, ensuring measures are aligned to digital strategy, organisational priorities, audience outcomes and agreed programme benefits.
- Work with business owners, the Digital programme manager, Digital project manager and specialist Digital roles to define KPIs and success measures for digital products, services, campaigns, prototypes and journeys.
- Ensure reporting focuses on insight, recommendations, evaluation and improvement, not just data outputs.
- Define the digital measurement and learning requirements for digital channels, journeys, products and campaigns, ensuring the Digital Team can optimise activity in-flight while escalating wider audience, service or organisational insight needs to the Data and Insight Team.

Analytics and reporting

- Analyse performance across digital channels, including website, search, email, paid media, social media, campaign journeys and digital products, using GA4, platform analytics and other reporting tools.
- Develop, maintain and automate dashboards for digital channels, products, services and campaigns using tools such as Data Studio, ensuring stakeholders can access clear and accessible performance information.
- Work with the Data and Insight Team to support the development of relevant Power BI reports where digital performance, audience journey or campaign data needs to contribute to wider organisational reporting.
- Provide regular reporting, insight and recommendations that explain performance trends, audience behaviour and the actions needed to improve digital journeys, campaigns and outcomes.
- Maintain tracking requirements and ensure measurement is planned into digital delivery from the outset, working with the Digital tech lead, Data and Insight Team and suppliers.
- Validate tracking and reporting data so digital performance information is accurate, consistent and reliable for decision-making and optimisation.
- Use reporting-level insight from email and audience platforms, where available, to connect email performance with website, paid media, social, content and campaign data, building a wider view of audience journeys and conversion.
- Set up, test and maintain routine digital tracking across channels and platforms, including GA4, Google Tag Manager, advertising pixels, conversion events and campaign tracking.



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Main accountabilities Continued...

Research and insight

- Gather and interpret insight from analytics, user research, search data and other digital sources.
- Support the Data and Insight Team in commissioning user research where it relates to digital products, services, journeys, prototypes, content or campaign performance, helping define digital research briefs, questions, hypotheses, learning objectives and success measures.
- Translate research findings into practical recommendations for UX, content, audience journeys, digital products, services, campaigns and channel activity.
- Work closely with the Digital content manager where user research, UX, content design, prototype development and audience evidence overlap.

Optimisation and experimentation

- Identify optimisation and conversion opportunities across priority digital journeys, including beneficiary, supporter, volunteer and donation journeys, as well as landing pages, forms, campaign activity and digital products, through analytics, research and testing.
- Plan and support experimentation, A/B testing and test-and-learn activity, ensuring hypotheses, variants, tracking and evaluation measures are clear.
- Support the Email marketing lead by helping interpret email performance, segment response and conversion data, and by connecting this insight with other digital channels to identify wider optimisation opportunities.
- Work with Digital Engagement, Content, the Digital tech lead, delivery roles, the Data and Insight Team and business owners to prioritise digital changes based on evidence, impact, effort, audience value and organisational priorities.
- Evaluate the performance and impact of digital products, services, prototypes, pilots and launches, ensuring lessons are captured and fed into future roadmap, optimisation and delivery decisions.
- Focus optimisation activity on digital channels and experiences, while working with the Data and Insight Team where findings need to be connected to wider audience segmentation, service design, supporter behaviour or organisational performance.



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Other dimensions of role

- Requires independence in analytical judgement, with recommendations aligned to the digital strategy.
- Works cross-functionally with the Data and Insight Team, Digital Content, Digital Engagement, the Digital tech lead, delivery roles, suppliers and business owners, with a dotted-line relationship into central insight activity where digital evidence contributes to wider organisational understanding.
- Translate complex digital data and insight into clear, practical recommendations for non-specialist stakeholders.

Qualifications, experience and skills

Essential

- Experience in digital analytics, KPI frameworks, tracking, dashboarding, performance reporting and cross-channel analysis.
- Strong practical knowledge of GA4, Google Tag Manager and Data Studio, including the ability to set up measurement requirements, configure routine tracking and build clear, accessible performance dashboards.
- Ability to define KPIs and translate data into actionable recommendations.
- Understanding of tracking, CRO, experimentation, A/B testing, advertising pixels, conversion events and digital user journeys across website, email, paid media and social channels.
- Experience analysing performance across digital channels and journeys, with the ability to interpret email, campaign, audience or conversion data as part of wider digital reporting and optimisation.
- Good day-to-day understanding of UX design principles, with the ability to support digital journey, content and experience improvements directly and bring in specialist UX or user research support for more complex projects.
- Ability to support, interpret and apply user research related to digital delivery, working with the Data and Insight Team where research connects to wider organisational insight.
- Strong communication skills and attention to detail.



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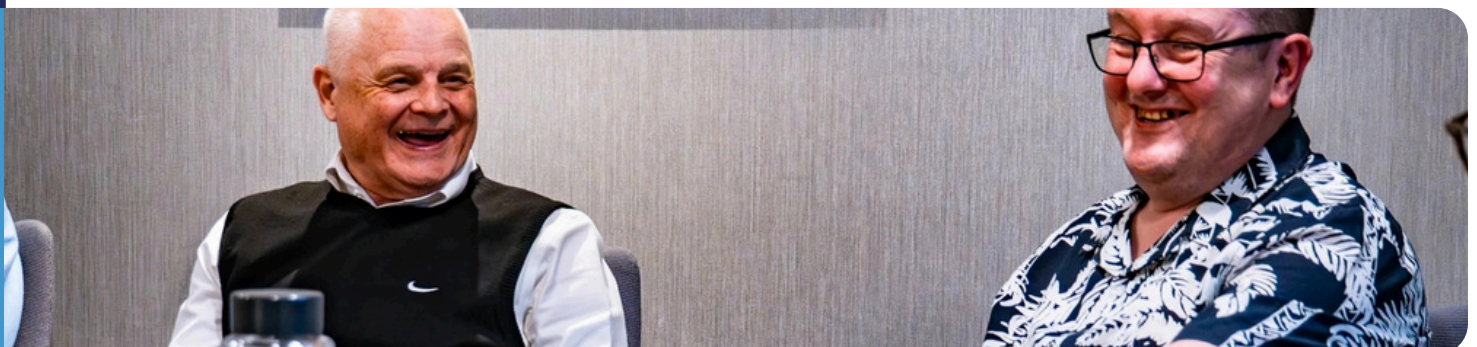
Desirable

- Experience commissioning or analysing user research.
- Knowledge of SEO, email, paid media and website analytics.
- Experience with Meta/Facebook pixel, paid media conversion tracking, UTM conventions or similar channel tracking approaches.
- Experience using, reporting from or interpreting data in platforms such as FastStats, (PeopleStage, Orbit) email marketing or marketing automation tools.
- Experience in charity, fundraising or membership organisations.

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

The Digital insight and optimisation analyst sits within the Digital Team to provide dedicated measurement, tracking, insight and optimisation support for digital channels, products, services, campaigns and journeys. The role works closely with the central Data and Insight Team ensuring digital evidence contributes to wider organisational insight while keeping day-to-day digital optimisation within the Digital Team. It also works closely with the Digital tech lead on implementing tracking, the Digital content manager on UX, content and journey insight, and Digital engagement roles on channel and campaign performance. The role provides evidence and recommendations to business owners, content specialists and channel owners where digital evidence is relevant, but editorial, content, campaign and channel decisions remain with the relevant accountable roles.

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.

