



## Job description: Digital programme 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



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sight loss

## The basics

|                                 |                                                                                                                |
|---------------------------------|----------------------------------------------------------------------------------------------------------------|
| <b>Job title</b>                | Digital programme manager                                                                                      |
| <b>Post reports to</b>          | Head of digital                                                                                                |
| <b>Directorate</b>              | Engagement                                                                                                     |
| <b>Team</b>                     | Digital                                                                                                        |
| <b>Location</b>                 | Home-based, with occasional travel to the London office                                                        |
| <b>Budget responsibility</b>    | Project and supplier budgets as delegated                                                                      |
| <b>Number of direct reports</b> | Three direct reports – Digital project manager, Digital tech lead and Digital insight and optimisation analyst |
| <b>Contract type</b>            | Permanent, Full time                                                                                           |

## The purpose of the role

This is a new role created to establish and lead the delivery infrastructure for digital transformation, under the overall accountability of the Head of digital, while supporting the wider Digital Team to work in a more consistent, effective and joined-up way. The role will advise on and recommend effective delivery approaches; set up, embed and continuously improve programme, project and team processes; manage priority digital projects; line manage three roles; and help balance transformation activity with business-as-usual digital delivery as the operating model matures. It ensures digital delivery is planned, prioritised and governed around audience needs, evidence, the digital strategy and the developing digital framework, helping the Digital Team create joined-up, accessible and effective digital experiences across channels.



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## Main accountabilities

### Programme and roadmap management

- Provide specialist programme and delivery advice to the Head of digital, making recommendations on delivery approach, sequencing, resourcing, governance, risk management and ways of working.
- Manage the digital programme plan, roadmap, milestones and reporting rhythm.
- Coordinate resource planning across digital roles, suppliers and business owners.
- Support prioritisation recommendations by assessing audience needs, evidence, scope, dependencies, capacity, risk, strategic value and alignment to the digital strategy and developing digital framework.
- Provide clear programme reporting, including progress, risks, issues, decisions and resource availability.
- Take direct responsibility for managing selected priority digital projects, ensuring they are well planned, resourced, governed and delivered to agreed outcomes.
- Balance transformation delivery with business-as-usual digital priorities, creating a sustainable approach that can evolve as more digital work moves into steady-state operation.

### Product and delivery leadership

- Act as digital product lead where agreed, supporting prioritisation and day-to-day digital decision making within approved scope.
- Keep audience needs and digital experience at the centre of programme delivery, ensuring requirements, priorities and trade-offs are considered in terms of the value they create for beneficiaries, supporters, volunteers and other key audiences.
- Ensure digital projects are aligned to audience needs, evidence, the digital strategy, the developing digital framework and accessibility standards, including appropriate UAT and accessibility testing before launch.
- Lead and assure UAT and accessibility testing processes across the digital programme, ensuring products, services, prototypes and launches are tested against agreed requirements, accessibility standards and real user needs before release.
- Oversee project delivery quality, assurance and benefits tracking across digital projects.
- Embed a test-and-learn approach across digital, ensuring pilots, prototypes, launches and improvements are reviewed, measured and used to inform future priorities.



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## Main accountabilities Continued...

### Governance and ways of working

- Design, set up, lead and continuously improve digital programme, project and team processes, making recommendations to the Head of digital on delivery approach, governance, planning rhythms, documentation, RACIs, templates and ways of working.
- Manage requirements, change control, risks, issues and dependencies across the digital programme.
- Lead and assure requirements gathering across the digital programme, ensuring user stories, acceptance criteria and business requirements are clear, prioritised, testable and aligned to audience needs, accessibility standards, organisational priorities, the digital strategy and the developing digital framework.
- Champion Blind Veterans UK's aspiration to adopt a wagile delivery approach across digital work, helping colleagues understand how to combine appropriate structure with iterative, evidence-led delivery.
- Support wider Digital Team members and Engagement colleagues to create effective processes, handovers and working practices that improve clarity, accountability and delivery pace.

### Stakeholder and supplier coordination

- Coordinate input from business owners, Digital, Data & Insight, IS, Transformation, Fundraising, Services, Volunteering and other teams.
- Translate delivery updates, supplier issues and technical implications into clear business language.
- Escalate significant decisions, risks or changes through agreed governance routes.

### Team leadership and line management

- Line manage the Digital project manager, Digital tech lead and Digital insight and optimisation analyst, providing direction, support, performance management and development.
- Create a practical team environment where people are clear on priorities, responsibilities, standards and how work moves from discovery through delivery and into business as usual.
- Work at both a strategic and hands-on level, shaping the delivery model while also stepping in to unblock work, strengthen plans and keep activity moving.



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## Other dimensions of role

- Role requires strong autonomy in establishing and leading the digital delivery infrastructure within the accountability of the Head of digital, with material decisions, trade-offs and risks escalated through agreed governance.
- Regular line management of three specialist roles, alongside matrix working with business owners, project sponsors, development agencies and internal specialist teams.
- Success depends on balancing strategic setup, hands-on delivery, transformation pace, BAU support, governance and accessibility.

## Qualifications, experience and skills

### Essential

- Experience managing digital programmes or complex digital project portfolios.
- Strong project governance, risk, issue, dependency and resource management skills.
- Experience gathering, structuring and prioritising digital requirements from non-technical stakeholders and subject matter experts, including writing clear user stories, acceptance criteria and business requirements.
- Strong stakeholder communication and facilitation skills.
- Understanding of user-centred, accessible and evidence-led digital delivery.
- Experience assuring UAT and accessibility testing across digital products, services, prototypes or launches.
- Ability to work confidently with suppliers and internal technical specialists.
- Experience managing people, setting priorities and creating a supportive, accountable team environment.
- Strong project management skills, with the ability to manage priority projects directly as well as oversee a wider programme of work.
- Comfortable introducing agile ways of working and bringing colleagues along who may be less familiar with agile, waterfall or hybrid delivery methods.
- Formal training or certification in project management or delivery methods, such as PRINCE2, AgilePM, Scrum, APM, waterfall, agile or hybrid delivery.

### Desirable

- Product ownership experience.
- Experience working in charity, service delivery, membership or transformation environments.

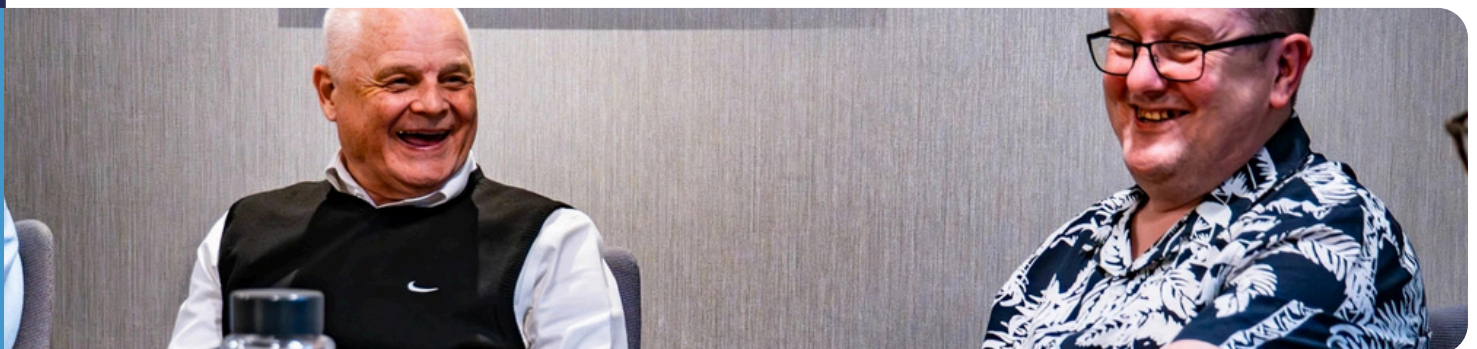


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## Where does this role fit in with the rest of the team?

The Digital programme manager sits within the Digital Team and reports to the Head of digital. The role provides the delivery leadership and management structure for the digital programme, helping turn digital priorities, transformation activity and business-as-usual needs into clear plans, governance, delivery rhythms and accountable workstreams. It line manages the Digital project manager, Digital tech lead and Digital insight and optimisation analyst, ensuring these roles work together effectively across project delivery, technical change, measurement, optimisation and continuous improvement. The role works closely with digital content, engagement, data, IS, fundraising, services, volunteering, transformation and supplier colleagues to coordinate delivery, manage dependencies and keep work aligned to agreed priorities. It supports the Head of digital by providing clear recommendations, reporting, escalation and delivery oversight, while ensuring day-to-day programme and project activity is well planned, joined up and moving at pace.

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](mailto: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.

