



Job description: Email marketing lead

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	Email marketing lead
Post reports to	Digital engagement manager
Directorate	Engagement
Team	Digital engagement
Location	Home-based, with occasional travel to the London office
Budget responsibility	Email platform or journey budgets as delegated
Number of direct reports	Direct management of Digital engagement executive
Contract type	Permanent, full time

The purpose of the role

Lead the development of email as a core communication channel across Blind Veterans UK, supporting supporter, beneficiary (service delivery), volunteer and wider organisational audiences.

As the email channel owner within Digital Engagement, the role is responsible for defining and implementing the email-specific strategy, contact planning approach, journeys, standards and ways of working within the wider digital engagement strategy.

It requires someone who can work strategically while also designing, building, testing and improving accessible emails and journeys hands on. The role also manages the Digital engagement executive, ensuring email implementation is supported while recognising the executive's wider digital engagement responsibilities.



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Main accountabilities

Email strategy and contact planning

- Develop and implement the email contact strategy, sitting underneath the organisational contact strategy and aligned to audience needs, consent, preferences and digital priorities.
- Establish email as a core communication channel for supporter, beneficiary, volunteer and wider organisational audiences, balancing different needs, priorities and contact rules.
- Coordinate the central email schedule and manage competing communication priorities across business owners.
- Develop clear prioritisation principles for email activity, including audience overlap, frequency, consent, soft opt-in, preference choices and organisational priorities.
- Support the implementation of soft opt-in and the preference centre, ensuring email planning, segmentation, journeys and contact rules reflect agreed governance and compliance requirements.
- Apply the agreed email decision-making matrix and escalate conflicts where required.

Email production and delivery

- Lead end-to-end email channel delivery, from briefing and content adaptation through build, testing, scheduling, send approval, reporting and optimisation.
- Design, build, test and optimise accessible emails and journeys, moving confidently between strategy, planning and hands-on delivery.
- Manage email briefing, content development, build, testing, scheduling and distribution.
- Define and maintain email template and build standards, including accessibility, readability, assistive-technology compatibility, key-format testing and deliverability requirements.
- Support business owners with email-specific content development and adaptation, reducing reliance on Digital Content for routine email copy while ensuring approved source content, tone of voice, accessibility and sign-off requirements are followed.



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Main accountabilities Continued...

Email production and delivery cont...

- Use strong writing and editorial judgement to develop subject lines, preview text, email copy, layout, calls to action, journey messaging and audience-specific content.
- Adapt agreed source content for email, making channel-specific decisions on subject lines, preview text, layout, calls to action, timing and audience segmentation.
- Develop and document email processes, workflows, templates, QA standards and approval routes that support consistent, scalable and compliant email delivery.

Audience, data and journeys

- Work closely with Data and Insight to ensure lawful, accurate and appropriate audience data is available for email activity.
- Work with subject matter experts and business owners to translate audience, service delivery, fundraising and engagement objectives into effective email journeys and communications.
- Define email audience requirements, segmentation needs, journey logic and contact rules, working with Data and Insight to ensure selections are created through the correct data processes.
- Lead the email journey structure, central email schedule and channel rules, ensuring email activity is coordinated, prioritised and fit for organisational needs.
- Work with the Digital tech lead, Data and Insight team, Digital Analyst and relevant suppliers to define email requirements and support the setup of data flows, integrations, reporting and platform architecture.
- Support the development and implementation of email journeys, automation, personalisation and preference-led communications.
- Ensure email journeys and data use reflect consent, soft opt-in, preferences, accessibility, audience needs and contact strategy requirements.



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Main accountabilities continued....

Optimisation, governance and support

- Monitor email performance and provide recommendations for testing and optimisation.
- Work with the Digital Analyst to establish email reporting, dashboards, success measures and optimisation learning loops.
- Train and support internal teams on email best practice, journey planning, briefing, approvals, accessibility, testing and channel requirements.
- Provide expert guidance on how email journeys can be built, tested and improved to support organisational objectives and audience experience.
- Embed a test-and-learn approach across email, using performance insight, audience behaviour and stakeholder feedback to improve journeys, content, timing and outcomes.
- Provide best practice guidance to commissioning teams on brief quality, content, timing and approvals.
- Manage email sign-off routes with commissioning teams, ensuring stakeholders understand what they are approving, when decisions are needed and what changes may affect audience, compliance, accessibility or delivery.
- Ensure email delivery complies with GDPR, accessibility, consent, preference and contact planning requirements.

Line management and team support

- Line manage the Digital engagement executive, providing day-to-day guidance on email build, quality assurance, scheduling, copy adaptation, reporting and administration.
- Ensure the Digital engagement executive's support for email implementation is balanced with their wider responsibilities across social media, campaign activity, reporting and team administration.



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Other dimensions of role

- Role requires strong judgement to manage competing priorities and protect audience experience, accessibility, compliance and deliverability.
- Works closely with subject matter experts, business owners, Data and Insight, the Digital Analyst, Digital tech lead, Digital Content, Communications and relevant suppliers.
- Data and Insight are expected to own audience selections through agreed data processes; the Email marketing lead is responsible for the email schedule, journey structure, channel rules, build, testing, delivery and optimisation.
- Technical setup, integrations and platform configuration are supported by the Digital tech lead and relevant suppliers; the Email marketing lead defines email requirements and ensures they meet channel, journey and audience needs.
- Manages the Digital engagement executive but should not treat the role as solely dedicated email support, as the executive also provides flexible capacity across wider digital engagement activity.
- Success depends on clear briefing, prioritisation, scheduling, approval, accessibility testing and escalation processes.





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Qualifications, experience and skills

Essential

- Strong experience setting up or significantly improving email as a strategic communication channel, including processes, governance, journeys and stakeholder ways of working.
- Strong experience managing email marketing or engagement communications, including hands-on email build, testing, scheduling and journey development.
- Experience designing and building accessible emails and journeys, including testing across key formats, devices and assistive-technology considerations.
- Experience working with data teams on segmentation, selections, audience rules, data flows, campaign logic or journey architecture.
- Strong experience with Dotdigital or similar email service providers.
- Experience using FastStats, PeopleStage, Orbit or similar audience selection or marketing automation tools.
- Strong understanding of email contact strategy, consent, soft opt-in, preferences, suppression rules, accessibility and deliverability.
- Strong writing, editing and editorial judgement, with the ability to optimise content for email and support stakeholders with email-specific copy.
- Excellent planning, prioritisation, stakeholder management and quality assurance skills.

Desirable

- Experience implementing or improving a preference centre.
- Experience developing supporter, beneficiary, volunteer, customer or member journeys.
- Experience supporting email channel transformation in a charity, membership, supporter, service or multi-audience environment.



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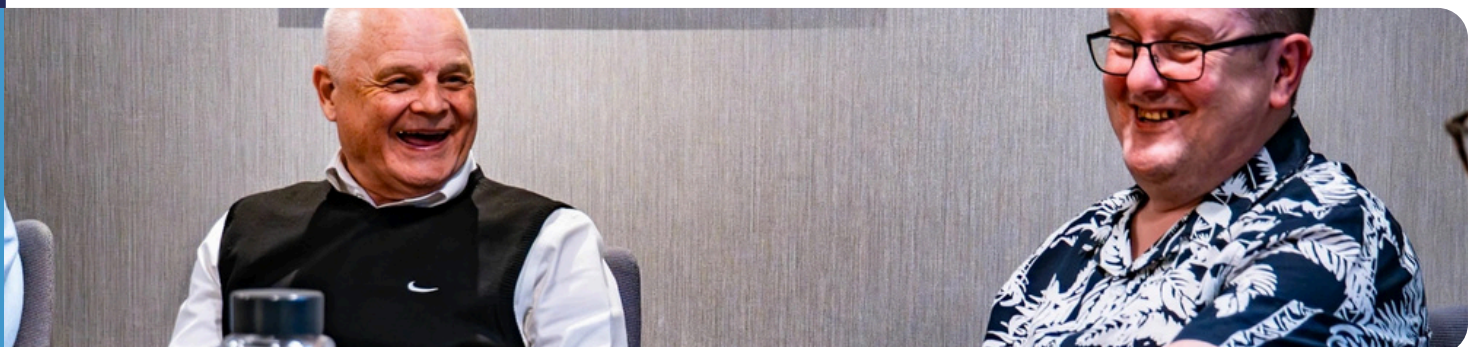
Where does this role fit in with the rest of the team?

The Email marketing lead sits within Digital Engagement and acts as the email channel owner. The role leads email strategy, contact planning, journey structure, build, testing, accessibility, optimisation, sign-off and delivery within the wider digital engagement strategy set by the Digital engagement manager and Head of digital.

The role works with subject matter experts and business owners to translate communication needs into effective email journeys and campaigns. It works with Data and Insight on audience selections and data processes, with the Digital tech lead and suppliers on platform requirements and integrations, and with the Digital Analyst on reporting, dashboards and performance learning.

The role line manages the Digital engagement executive, ensuring email implementation is supported while recognising that the executive also provides wider digital engagement support across social media, campaigns, reporting and team administration. It also works with Digital Content, Communications and other channel owners to ensure email activity uses approved content, appropriate audience data, clear permissions and performance insight.

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.

