



Job description: Marketing 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

Job title	Marketing Manager
Post reports to	Head of Communications
Directorate	Engagement
Team	Communications
Location	Home-based, with occasional travel to the London office
Budget responsibility	Medium
Number of direct reports	2
Contract Type	Permanent, full time





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The purpose of the role

To lead the planning, development, and delivery of marketing activity that builds awareness, drives engagement, and supports our Engagement Strategy and the wider strategic objectives of the Charity. This is a blended marketing role with a strong focus on offline channels and print-based communications, liaising closely with digital marketing specialists.

Reporting to the Head of Communications, the Marketing Manager will take ownership of day-to-day delivery across key marketing functions, including procurement, warehousing and fulfilment, and traditional media channels, with strategic support from their line manager and the wider Senior Leadership Team.

The role will work closely with colleagues across digital marketing, communications, fundraising and other relevant stakeholders to ensure integrated and effective campaigns. A key focus will be on managing performance and relationships with print procurement providers and acting as our brand guardian to ensure consistency and quality across all outputs, and coordinating the production of corporate materials (such as the Annual Report and Impact Report).

The postholder will also ensure that all marketing materials are accessible, compliant, and aligned with the charity's values and strategic goals.

Main accountabilities

Marketing Strategy & Planning

- Work with the Head of Communications to deliver key areas of the Engagement strategy, with accountability for the day-to-day approach to assigned marketing channels across the organisation.
- Contribute to the development of the integrated Marketing Strategy aligned with organisational goals.
- Use audience insight and market research to inform all marketing planning and decision-making, championing an audience-first approach.

Brand Management

- Manage the Blind Veterans UK brand, ensuring consistency, integrity, and quality across all touchpoints.
- Act as a brand guardian, supporting colleagues to apply brand guidelines effectively across all materials.



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Main accountabilities Continued...

Print & Offline Marketing

- Manage the production, delivery, and fulfilment of traditional marketing materials, including print advertising, merchandise, leaflets, posters, and out-of-home (OOH) media.
- Lead print procurement processes, including sourcing and managing relationships with suppliers, overseeing the brand centre, and coordinating shop product materials.

Corporate Communications

- Coordinate the production and delivery of key corporate publications, including the Annual Report and Impact Report.
- Ensure all materials are accurate, well-designed, and aligned with the charity's tone of voice and visual identity.

Campaign Coordination

- Lead the planning and implementation of integrated campaigns in partnership with wider teams and external agencies.
- Working with colleagues, optimise the use of the full channel mix to engage target audiences and support awareness and engagement objectives.
- Contribute to the delivery of cross-channel campaigns, ensuring alignment with digital and content colleagues.

Content Development

- Generate and support content ideas and identify demand, across multiple channels in collaboration with digital, content and communications teams.
- Use insights and performance data to help inform content planning and adapt the pipeline to maximise engagement and impact.
- Manage the Case Study Lead to ensure our library of case studies is well managed and up to date for all teams.
- Manage the Content Writer and play a leading role in developing the charity's content strategy



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Main accountabilities continued....

Accessibility & Compliance

- Provide guidance and support to ensure all marketing materials are inclusive and meet accessibility standards.
- Ensure all outputs are compliant with relevant regulations and reflect the charity's values.

Performance & Evaluation

- Working with the wider team and Insight function, monitor and evaluate the effectiveness of marketing activity, identifying opportunities for optimisation and best-practice improvement.
- Establish and report on key performance indicators and contribute to continuous improvement across the marketing function.

External Engagement

- Work with external agencies and your network to deliver high-quality campaigns and stay informed of market trends.
- Represent the organisation at relevant conferences and events to share learning and gather insights.

Team Management & Collaboration

- Line manage the Case Study Lead and Content Writer, providing clear objectives, regular feedback, and professional development support.
- Foster a collaborative working environment across the Engagement team, ensuring alignment and coordination on integrated campaigns.
- Support a positive team culture that encourages creativity, accountability, and shared success.



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Main accountabilities continued....

Additional responsibilities

- Attend in-house and relevant external training courses, as agreed with line manager.
- Practice and comply with all Blind Veterans UK current policies and procedures.
- Ensure GDPR compliance across all activity.
- Undertake any reasonable tasks from time to time at the line manager's request, as may be deemed appropriate within the scope of the post.
- Engage actively with our volunteers as appropriate and within the scope of the post.
- Work with peers across engagement to establish a positive culture that others across the organisation want to work with and receive professional assistance from.

Other dimensions of role

Autonomy and decision making

- The post will receive guidance from the Head of Communications, in terms of prioritising workload and time management. The post holder will receive guidance on strategic direction but will have a high level of autonomy and decision making in relation to purchasing and day to day activity and it is essential that the candidate has the proven ability to work under pressure often with conflicting priorities to drive tasks or projects to assure successful conclusions.

Communications

- The post holder will use high level interpersonal and communication skills on a regular basis to influence decision making by others, this will include colleagues across the organisation
- The post holder will work with Senior Staff, internal and external stakeholders, including the charity's partners.

Work context

- The post operates within a busy department in a fast-moving charity where effective collaboration and teamwork across teams is pivotal.
- Primarily home based but given the nature of this role, the job holder may be required to travel within the UK on a regular basis.
- Developing a brand that has a niche audience. Working with agencies.



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Qualifications, experience and skills

Essential

- Strong understanding of brand and marketing theory and practice, including how to develop, monitor and apply brand guidelines and tone of voice.
- Experience planning and delivering integrated marketing campaigns across the full channel mix, including digital, print and offline channels.
- Experience gathering and using audience insight, performance data and evaluation to inform planning and improve marketing activity.
- Strong planning, project management and budget management skills, with the ability to drive efficiencies and support organisational priorities.
- Experience of print procurement, fulfilment, purchasing, supplier management, contract management and negotiation.
- Excellent writing, communication, interpersonal and influencing skills, with meticulous attention to detail.
- Able to build strong relationships with a wide range of stakeholders, using emotional intelligence, tact and diplomacy to achieve consensus.
- Resourceful, resilient and creative, with a collaborative approach and the ability to lead by example.

Desirable

- Charity, membership, service delivery, fundraising or public sector experience.
- Experience of marketing or communications for veterans, older people, disabled people, health, social care or support services.
- Understanding of accessibility standards in marketing and inclusive communication.
- Understanding of living with a vision impairment and the impacts that can have.
- Experience working in, or with, military and disability communities.
- Experience managing external strategic partnerships, including charities, public sector organisations, agencies and suppliers.
- Experience developing and implementing a brand.
- Excellent presentation, report compilation and proofreading skills.
- Line management experience or similar.
- Member of, or qualification from, the Chartered Institute of Marketing.

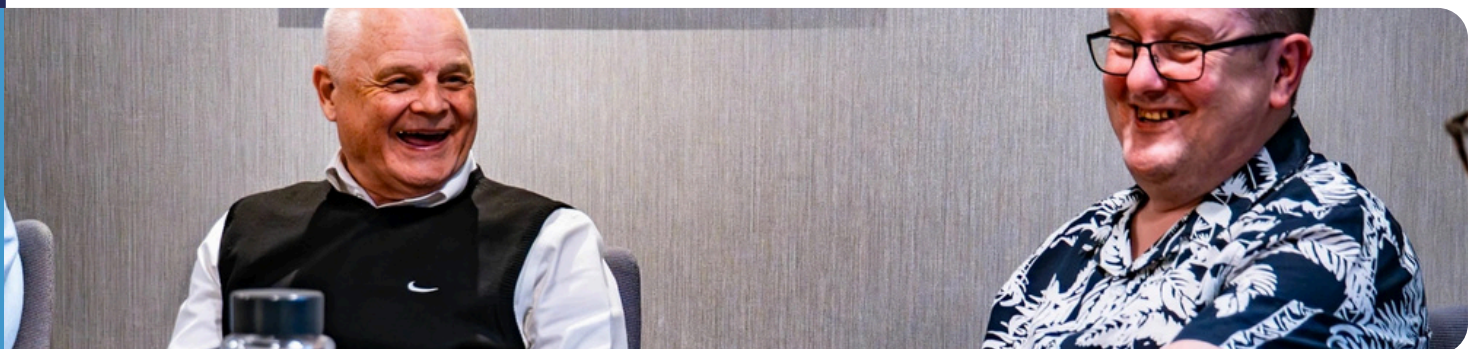


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Where does this role fit in with the rest of the team?

The Marketing Manager sits within the Communications Team and reports to the Head of Communications. The role helps ensure Blind Veterans UK's marketing activity is well planned, joined up and delivered to a high standard across brand, campaigns, print, offline materials and corporate publications. Working closely with colleagues across Engagement and with wider stakeholders across the charity, the postholder will help make sure marketing activity supports organisational priorities, reaches the right audiences and reflects the charity's values, tone of voice and visual identity.

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.

