



Job description: Social media and acquisition 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



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lives after
sight loss

The basics

Job title	Social media and acquisition lead
Post reports to	Digital engagement manager
Directorate	Engagement
Team	Digital engagement
Location	Home-based, with occasional travel to the London office
Budget responsibility	Paid media budgets as delegated by business owners and Digital
Number of direct reports	Line management of Social media producer
Contract type	Permanent, full time





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The purpose of the role

Lead paid media, organic social media and digital acquisition activity across Blind Veterans UK, acting as the channel owner for paid and social within Digital Engagement. The role is responsible for planning and coordinating paid search, Google Grant, digital display, paid social and organic social activity within the wider digital engagement strategy. It develops the social media content strategy with support from the Digital engagement manager and in line with the wider digital and content strategies, ensuring social channels are audience-led, accessible, purposeful and aligned to organisational objectives. It manages agency-led paid media activity, oversees a hybrid approach for paid social, and leads the planning, scheduling, community management and optimisation of organic social media channels.

The role also line manages the Social media producer, ensuring social media delivery is well planned, appropriately resourced and supported with strong social-first copy, accessible creative and effective use of scheduling, reporting and planning tools.

Main accountabilities

Paid search, Google Grant and display

- Lead internal planning and coordination for PPC, Google Grant, Bing/Microsoft Ads and digital display activity.
- Manage the paid media agency relationship for paid search, Google Grant and digital display, ensuring briefs, objectives, budgets, tracking, reporting and optimisation recommendations are clear.
- Use strong paid media knowledge to challenge agency recommendations, review performance, identify opportunities and ensure Blind Veterans UK gets best value from agency expertise.
- Work with business owners, Digital Content, Digital Tech, Insight and agencies to ensure landing pages, tracking, audience journeys and conversion points support campaign objectives.
- Working with wider Digital colleagues, ensure paid media activity is planned with clear onward journeys across social media, website, email and other relevant digital touchpoints, so audiences experience a joined-up route from initial engagement through to conversion, follow-up or ongoing communication.
- Monitor agency performance and ensure day-to-day optimisation remains with the appropriate agency specialists unless otherwise agreed.



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Main accountabilities Continued...

Paid social strategy and delivery

- Plan and coordinate paid social activity across organisational campaigns, appeals and audience engagement priorities.
- Manage a hybrid paid social delivery model, with larger or more complex campaigns supported by agencies and smaller or lower-budget activity planned, built and managed in house where appropriate.
- Develop paid social briefs, audience recommendations, creative considerations, budget phasing, testing plans and optimisation priorities.
- Work with the Email marketing lead, Digital Content, Digital Tech lead, Data and Insight and relevant business owners to ensure paid social activity connects effectively into website content, email journeys, audience segmentation and follow-up communications.

Organic social strategy and channel planning

- Lead the strategic planning and management of organic social media channels, developing the social media strategy and content strategy with support from the Digital engagement manager and in line with the wider digital and content strategies.
- Define and maintain social channel content pillars, audience roles, content priorities and platform-specific approaches, using audience insight, accessibility standards and performance evidence.
- Work within the agreed content operating model, using channel expertise to advise how content should be adapted, scheduled and used across paid and organic social channels.
- Provide strategic channel advice to business owners and subject matter experts on which social and paid channels, formats, timings and content approaches are best suited to their audiences, outcomes and objectives.
- Exercise delegated authority for social media planning, publishing and channel-specific copy decisions within agreed brand, tone of voice, content, consent, accessibility and escalation routes.
- Establish and improve ways of working with business owners, subject matter experts, Digital Content, Communications, agencies and wider campaign teams, so paid and organic social activity is briefed, planned, approved, delivered and evaluated effectively.



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Main accountabilities continued....

Organic social strategy and channel planning cont...

- Own the social media content calendar, publishing schedule and channel plans, using appropriate scheduling, reporting and planning tools such as Statusbrew and Monday.com to support coordinated delivery.
- Use strong social media writing and editorial judgement to shape accessible hooks, captions, formats, calls to action, tone and platform-specific copy.
- Brief, guide and oversee the Social media producer's day-to-day support for accessible social content creation, scheduling, publishing, moderation and performance monitoring.
- Work with the Digital Analyst to review social performance, audience behaviour, platform changes and emerging formats, using insight to inform optimisation, horizon scanning and future channel recommendations.

Community engagement and moderation

- Set and maintain community management standards, moderation guidance and escalation routes in line with the social media policy, audience engagement framework and organisational risk requirements.
- Provide or coordinate training for staff and volunteers who need approved access to social media channels, ensuring they understand channel standards, moderation expectations, accessibility, permissions and escalation routes.
- Keep the social media policy, community management guidance and related channel access processes fit for purpose and up to date for relevant staff and volunteers, working with Communications, People and Culture, safeguarding or other teams where required.
- Oversee response handling, comments, likes, shares, social listening and public interaction across social media channels.
- Work with Customer Care and relevant service teams to ensure enquiries, complaints, safeguarding issues or service-related queries received through social media are escalated and followed up appropriately.
- Escalate reputational risks, emerging issues, crisis communications requirements or public response issues to Communications and other appropriate teams.



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Main accountabilities continued....

Reporting, suppliers and team management

- Manage paid media agencies and suppliers day to day, coordinating briefs, assets, meetings, reporting and performance reviews.
- Work with the Digital Analyst and agencies to report on paid media and social media performance.
- Use insight to improve audience targeting, channel mix, creative formats, spend allocation, community engagement and campaign effectiveness.
- Contribute paid and social performance insight to wider campaign journey reviews, helping identify drop-off points, audience gaps and opportunities to improve conversion, follow-up and audience experience.
- Share clear recommendations with business owners and the Digital engagement manager.
- Line manage the Social media producer, providing channel direction, priorities, feedback and guidance on social content, scheduling, publishing, moderation and performance monitoring.

Other dimensions of role

- Role requires rapid judgement on social media issues, audience response and campaign performance.
- Works closely with Income, Communications, Digital Content, the Digital Analyst, agencies, the Social media producer and business owners, operating within agreed content, brand, tone of voice and escalation arrangements.
- Needs to balance campaign performance, reputation, accessibility, creative quality and audience experience.
- Requires strong social media writing, creative judgement and understanding of how copy, design and multimedia work together across digital channels.
- Needs awareness of social media creative, design and multimedia requirements so they can brief, guide and quality-check channel activity, while day-to-day creative and multimedia production sits with the Social media producer and relevant content or media specialists.



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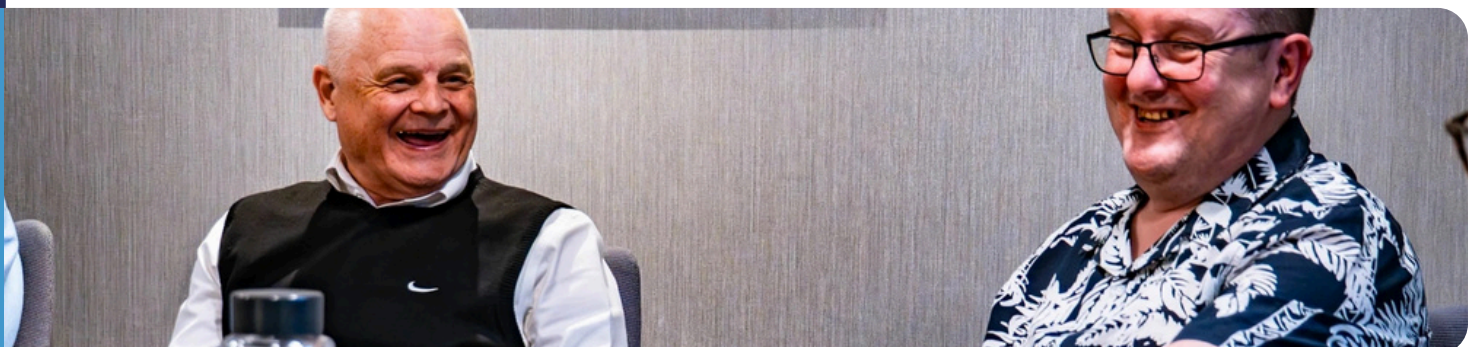
Qualifications, experience and skills

Essential

- Experience managing paid media and organic social media channels, with strong understanding of PPC, Google Ads, Google Grant, Bing/Microsoft Ads, digital display, Meta, LinkedIn and similar paid and social platforms.
- Experience managing paid media agencies, reviewing performance and challenging recommendations to improve value, effectiveness and audience outcomes.
- Experience planning and managing organic social media activity, including content calendars, scheduling, community management, moderation, reporting and use of tools such as Statusbrew, Hootsuite, Monday.com or similar.
- Strong social media copywriting, editing and editorial judgement, with the ability to shape accessible, platform-specific content for different audiences, objectives and outcomes.
- Good understanding of social media creative, design, multimedia and accessibility requirements, including captions, alt text, readable copy, inclusive formats and how to brief or quality-check channel activity.
- Strong stakeholder management, performance analysis, prioritisation and line management skills.

Desirable

- Experience in charity fundraising or supporter acquisition campaigns.
- Knowledge of SEO, landing page optimisation or conversion journeys.
- Experience managing social media risks or crisis response processes.





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

The Social media and acquisition lead sits within Digital Engagement and acts as the channel owner for paid and social media. With support from the Digital engagement manager, the role develops and implements the social media strategy in line with the wider digital and content strategies. It has ownership of the social media content calendar, scheduling, community management, moderation, optimisation and channel-specific copy decisions, while wider strategic priorities and final decisions that affect organisational direction sit with the Digital engagement manager and Head of digital.

The role works within the agreed content operating model, using channel expertise to advise business owners and subject matter experts on how paid and organic social can best support audience needs, campaign objectives and organisational outcomes. Communications remains responsible for brand, tone of voice, organisational messaging and reputation guidance, while Digital Content supports content production, versioning, standards and adaptation where required.

For PPC, Google Grant, Bing/Microsoft Ads and digital display, the role manages the agency relationship and challenges performance, while day-to-day optimisation sits with agency specialists unless otherwise agreed. For paid social, the role manages a hybrid model, with larger activity agency-supported and smaller activity managed in house where appropriate. The role line manages the Social media producer, providing direction, priorities, briefs and quality guidance, while the producer supports day-to-day content creation, scheduling, publishing, moderation and performance monitoring.

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.

