

## **Retail Digital Content Officer**

### **Job description and person specification**

Imagine being told that you, or someone you love, is losing their sight. In that moment, two profound questions demand urgent answers:

- Can this be stopped?
- How will I live my life?

Currently, research into preventing and treating sight loss is chronically underfunded, receiving a mere 1.2% of publicly funded health research grants: people who are blind or vision impaired are three times more likely to experience loneliness and isolation than the general population.

We find and fund the brilliant minds and bright ideas that put change in sight. Our researchers are at the forefront, making breakthroughs and discoveries that will prevent, treat and cure eye disease. The partnerships we build and initiatives we support are changing life for blind and vision impaired people.

We are Fight for Sight: we won't stop until we: Save Sight. Change Lives.

We have a clear ambition, led by our CEO, Keith Valentine, who has valuable lived experience of sight loss. We've secured well-respected and highly engaged ambassadors, such as Sir John Major and Frances Segelman.

We are now looking for experienced, committed, and creative individuals to join our dynamic team to help realise a new five-year growth strategy. **You'll be part of something impactful, we'd love to hear from you.**

The Retail Digital Content Officer will create digital content across our charity retail platforms. This role combines creativity, initiative, and a passion for charitable causes to drive engagement and sales.

This is a great role for someone with strong time management, multi-tasking skills, a curious mind and a passion for retail.

## **Responsible to Marketing and Communications Manager**

### **Direct reports**

None

### **Working hours and contract**

This is a permanent 35h full-time role.

### **Salary £28,000-£32,000 DoE**

### **Location**

Minimum one day in the HO, Aldgate East and one day in West Norwood plus regular visits in our shops.

## **Role Responsibilities**

- Schedule and create regular content across our retail digital media channels within Hootsuite and on-platform.
- Build community with core audiences with a focus on the vision loss community including people with lived experience, influencers and others across the retail charity sector
- Create compelling social media graphics encouraging people to donate, volunteer and shop within our preloved shops.
- Refresh in-shop collateral, which reflects the mission of our charity under the direction of the Marketing and Communications Manager and retail colleagues.
- Creating accessible digital and print materials
- Launch new retail specific social media channels and platforms
- Update and proactively manage engagement with our Google Shops pages
- Feeding into the strategy for the retail social media channels
- Connecting with relevant influencers to expand our reach and drive impact
- Update the website with blogs and other relevant retail content
- Stay up-to-date with the latest digital content trends, retail technologies, and consumer behaviours, adapting strategies to leverage new opportunities.
- Work on creating and developing our retail presence on our website, maximising the platform to drive volunteers.
- Cultivate relationships with social media influencers who will amplify our retail messages and highlight the value of our preloved stores.

## **Cross-team working**

- Work collaboratively across retail (shops & eCommerce), fundraising, research and social impact directorates to gather priorities and opportunities for social media engagement

## **Person specification**

### **Desirable skills, knowledge & experience**

- Extensive knowledge and proven experience in delivering retail content across social media platforms, including LinkedIn, Facebook, Instagram, TikTok, X and YouTube.
- Passion for digital retail content, community engagement, and building online audiences
- Outstanding copywriting, proofreading and editing skills, including writing blogs and real-life stories.
- Strong IT skills and experience of working with website content and content management systems, e-newsletter programs.
- Experience in creating digital and printed materials to support various departments, including events, fundraising, and impact reporting.
- Proficient in design tools like Canva and other software to create retail marketing materials.
- Strong collaboration skills, with experience working across multi-disciplinary teams
- A keen eye for design and experience in delivering accessible, brand-aligned assets
- Expertise in using data and analytics to enhance reach and engagement across owned media channels

### **Desirable**

- Working knowledge of Canva and Adobe InDesign.
- Multimedia skills, including video production and photography.
- Familiarity with Google Grants and paid social media advertising.
- Previous experience in the charity sector.

### **Flexibility**

The role description is a general outline of duties and responsibilities and may be amended as we grow. The post holder may be required to undertake other duties as may be reasonably required from time to time.

## **Personal qualities:**

- An understanding of and commitment to the vision loss community,
- Good relationship management skills with the ability to build, grow and maintain rapport with teams, supporters, fundraisers, volunteers and partners,
- Strong design skills to create engaging, accessible content that really helps to support engage and inspire a range of audiences across a range of mediums,
- A self-starter, proactive with a constructive and collaborative approach,
- The ability to make the complicated seem simple; you will enjoy sharing your skills, and developing others,
- Highly motivated and able to juggle a varied workload.
- Personable, with excellent listening skills and high emotional intelligence, with the ability to think creatively,
- An intelligent and proactive approach to problem-solving,
- Excellent accuracy and attention to detail.

## **How to Apply**

Please submit your CV and an up to two page supporting statement which evidences the specification to: [recruitment@fightforsight.org.uk](mailto:recruitment@fightforsight.org.uk) with subject header – Retail Digital Content Manager

We will be interviewing on a rolling basis; therefore, we will close the vacancy as soon as we have found the right candidate. Early applications are encouraged.

## **Equality and Diversity**

Don't meet every single requirement? At Fight for Sight, we are dedicated to building a diverse and inclusive workforce, so if you're excited about this role but your past experience doesn't align perfectly with every item in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles that we have.