



Education Manager (Midlands) Candidate application pack

Young Gamblers Education Trust, 71 – 75 Shelton Street, Covent Garden, London, WC2H 9JQ.

www.ygam.org | hello@ygam.org | 0203 837 4963 | Registered Company no: 09189998 | Registered Charity no. 1162425.

YGAM™ is the trading name of Young Gamblers Education Trust and registered Trademark: UK00003114184.

YGAM is a UK-Registered Charity with a social purpose to inform, educate and safeguard young people against problematic gambling & social gaming.



Introducing YGAM

YGAM builds digital resilience amongst young people. We approach this task and deliver our social purpose in three ways:

- YGAM aims to enhance the UK's understanding of gambling and gambling-related harm specifically amongst young people.
- YGAM helps young people make informed choices through better understanding of gambling, gaming and their potential risks.
- YGAM increases awareness of youth gambling and gaming as a public health issue with policy-makers, educators and key influencers.

YGAM products

YGAM delivers its social purpose and derives social benefit for the UK through the delivery of the following three YGAM products:

Train the Trainer: YGAM delivers accredited training and provides licenses to teachers, youth workers, community mental health colleagues, prison & probation colleagues and community volunteers to enable them to deliver the YGAM gambling, gaming and digital resilience programme; our preventative programme which minimises harm. The YGAM programme and its resources have been accredited by the Ofqual approved awarding body ASDAN and quality-assured by the PSHE Association and global awarding body Pearson.

Peer Education: YGAM works with partner universities to train year two & three students to become accredited YGAM peer mentors. Trained peer mentors are then employed in part-time positions to deliver a range of gambling and gaming-related, harm-prevention programmes and awareness campaigns within their university and local community.

Research: Through the delivery of the above products, a programme of independent research into the attitudes, thinking and behaviours of young people and gambling & gaming will be created through the establishment of a global research network, specifically in the area of young people. Additionally, YGAM will work with our research partners to undertake both qualitative and quantitative research into the effectiveness and impact of the YGAM products. Our first piece of independent research was published in September 2017 by City, University of London which evaluated our training and educational resources.

Presenting the social need for YGAM

You will have noticed how visible gambling and social gaming have become in recent years. Betting shops now occupy High Street, shop-front locations; casinos, open 24/7, are now in many of our cities; the huge rise in the advertising of gambling products and sponsorship; the birth of remote gambling via the internet. The UK Gambling Commission says that there are almost 430,000 problem gamblers in the UK, which includes young people under the age of 25 years. There are additionally almost 2.3 million at risk from developing gambling problems.

Now many more young people are participating in gambling or social gaming than ever before, and the statistics show that they are particularly at risk. At YGAM, we believe it is important to educate young people, helping them make informed decisions around gambling activity, just as we educate young people about safe sex or responsible drinking.

16%

16% of 11-15 year olds gambled in the last week.

Source: Gambling Commission, 2016



51% of children aged 12-15 gambled online (parents of 495 children surveyed, 2014).

Source: Ofcom, 2014



Children's exposure to gambling advertising was at 1.8bn impacts in 2012.

Source: Ofcom, 2013



In the UK there are, 8,788 betting shops, 583 Bingo premises, 147 casinos, 176,410 gaming machines.

Source: Gambling Commission, 2016

14,175

0.4% of 11-15 year olds are identified as problem gamblers - that equates to around 14,175 children.

Source: Gambling Commission, 2016



1.4m spots were given to gambling commercials in 2012.

Source: Ofcom, 2013

£10,000

1 in 4 students who have gambling debt have debt over £10,000.

Source: Gambling Commission, 2017

4%

4% of student gamblers are in debt because of gambling.

Source: Gambling Commission, 2017



One in 8 students gamblers have missed lectures due to gambling.

Source: Gambling Commission, 2017

Are you a strong collaborator and do you want to work with YGAM and our partners to champion education? **This is your opportunity...**

We are looking for an exceptional candidate to join our team as Education Manager (Midlands) to help us increase our reach across the UK.

YGAM is proud to be a living wage employer.

Hi, I am Lee Willows, the Chief Executive of YGAM and a former gambling addict. I know first-hand the devastating consequences that a gambling addiction can cause to yourself and those around you. Trying to understand why I became addicted, going through treatment for my addiction at the National Problem Gambling Clinic and speaking with dozens of other people in my shoes, I wanted to use this knowledge in a positive way and create positive social change so nobody else experienced what my family and I did.

YGAM are incredibly proud to be working with all stakeholders in this space, from the gambling & gaming operators who make products available; to education professionals who support young people & students learning, to the criminal justice sector, public health, leading third sector organisations, leading sports clubs, Local Authorities and young people & students themselves. Our unique approach of working collaboratively with all stakeholders is a huge enabler for YGAM and helping to establish the charity as a leader in this space. Our education programme itself comprises over 150 teaching and information resources, all of which are accredited & quality-assured by leading educational organisations. No other similar programme globally has opened itself up to so much independent scrutiny, the result is a high quality, educationally rich and relevant education programme. In 2016/17, we worked with 348 educational organisations, who in turn reached almost 30,000 young people. For 2017/18, we are planning on reaching at least 100,000 young people.

It is a very busy time in YGAM currently and we have a unique opportunity for an exceptional Education Manager, based in the West Midlands (i.e. Birmingham, Coventry, Wolverhampton or surrounding areas) to join the YGAM team. The post is part-time (2 - 4 days per week on a flexible basis) and offers a starting salary of £21,000pa to £24,000pa pro-rotta based on experience. YGAM are open minded to discuss a bonus-related scheme, against income generated for the charity with the successful candidate.

The principle purpose of the post is to lead the recruitment of delegates for the YGAM Train the Trainer workshops from schools, non-formal sector, local authorities and other interested organisations initially in the West Midlands region. In addition, the post holder is required to identify opportunities and sell INSET training in schools and other learning establishments locally. Within education or sales background, we are seeking somebody who has an outgoing and confident personality and who enjoys engaging with senior education / third sector leaders. Being highly organised, having an absolute eye for detail and the drive and ambition to make this opportunity a success within a start-up organisation are critical qualities.

To apply for the role please email your up-to-date curriculum vitae and a supporting statement (up to two sides of A4), outlining how you specifically meet the two key tasks as listed within the job description for this post. Please send your completed application to hello@ygam.org. Only curriculum vitae with supporting statements will be accepted. The closing date for completed application forms is Friday 05 January, 17:00 and all received applications will be acknowledged.

Successful applicants who make the shortlist will be asked to attend an interview, which is planned to take place on Friday 12 January in Birmingham. Please make sure you can attend this selection day before applying. YGAM is proud to be working with colleagues from the gambling, education and health sectors in order to minimise gambling & gaming-related harm among young people.

Good luck with your application and thank you so much for your interest in our work.

Yours faithfully



Lee Willows
Chief Executive

Job Description – Education Manager (Midlands)

Title: Education Manager (Midlands).

Reports to: Chief Executive.

Hours: Part-time (3 or 4 days per week on a flexible basis) / work from home.

Salary: c£21,000pa – £24,000pa pro-rotta starting salary based on experience, with potential bonus.

Probation period: Six months, with formal review at month three.

Job purpose:

The post holder is required to lead the recruitment of delegates for the YGAM Train the Trainer workshops from schools, non-formal sector, local authorities and other interested organisations. In addition, the post holder is required to identify opportunities and sell INSET training in schools and other learning establishments in the West Midlands. An annual income target of c£50,000 will be mutually agreed at the start of your employment, which will be reviewed monthly.

Additionally the post holder is further required to deliver Train the Trainer workshops and INSET in the West Midlands in conjunction with YGAM colleagues. Finally, seeking conferences and marketing opportunities is critical to this post.

The post holder will lead this work with an entrepreneurial drive; creating and delivering a sales pipeline for YGAM that is appropriate for an organisation of our size, reach and ambition

Key tasks:

Create and deliver sales-pipeline

- Lead the recruitment of delegates from schools, non-formal sector, local authorities and other interested organisations. Initial target is to recruit a minimum of 24 delegates monthly at an agreed price point to our open workshops.
- Lead the process to identify opportunities and sell INSET training to schools and other learning establishments in the UK or abroad. Initial target is to sell one INSET per month.
- Deliver YGAM Train the Trainer workshops and INSET in the West Midlands with other YGAM team members.

Administration

- Work with the Data & Impact Officer to organise your sales pipeline within the YGAM customer relationship manager (CRM) database.
- Send out joining instructions and delegate packs by email to delegates prior to training events
- Work with the Head of Quality Assurance in follow-up to workshops and training to acquire evidence of completed work, case studies etc.
- Attend conferences, seminars, educational and organisational events in support of or representing the Chief Executive and Director of Education
- Attend support sessions with the Chief Executive (via skype and in person)
- Assume leadership of and drive your work to achieve the agreed outcomes.
- Line Manage other YGAM staff members in the West Midlands.

The Disclosure & Barring Service (DBS) – disclosure

This post is subject to a DBS disclosure that is of satisfaction to the Board of Trustees at YGAM. As a UK Registered Charity we promote equality of opportunity and welcome applications from all candidates. Criminal records will be taken into account for requirement purposes only when the conviction is relevant.

All applicants who are offered employment will be subject to a criminal record check from the Disclosure & Barring Service before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions. While YGAM waits for the disclosure results from the DBS, training and other admin duties can be commenced by the applicant (part paid, part unpaid). The cost of the DBS disclosure and registration to the DBS subscription service will be met by YGAM.

Person Specification – Education Manager (Midlands)

Qualifications

- Educated to degree level or have the equivalent in sales or an education background.

Essential Skills and Knowledge

- A detailed understanding and prior experience of selling a product or service.
- Prior experience of developing and delivering a sales pipeline.
- Outstanding verbal and written communication skills.
- Outstanding understanding of I.T applications (Microsoft word, excel, access & powerpoint especially).

Essential Experience

- Experience of driving projects to achieve agreed outcomes.
- Ability to work in a highly organised manner with a keen eye for absolute detail.
- Self-administrating experience.
- Direct experience of working within education or mental health is desirable.
- Direct experience of working within a lean, but highly effective start-up and the challenges and opportunities that brings.
- Grit, resilience and determination derived from self-employment or leading a major project or programme.



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YGAM™ is an official Ofqual approved, ASDAN Customised Accreditation Centre: Centre No: 35981.
YGAM™ is registered with the Fundraising Regulator: Unique Registration number: FR.ID-142782.
YGAM™ has achieved the Pearson Assured quality standard. Pearson Centre number: 07325