



Head of Marketing & Communications

Candidate Application Pack

Young Gamers and Gamblers Education Trust

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

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

Introducing YGAM

YGAM is a UK-Registered Charity which builds digital resilience in young people, students and vulnerable adults. Our vision is that **all young and vulnerable people are safe from gaming and gambling related harms**.

To achieve this, our social purpose is to **'inform, educate and safeguard young people against problematic gambling and social gaming'**.



We enhance understanding

through research and evaluation
YGAM aims to enhance the UK's understanding of gambling, gaming and related harm, specifically amongst young and vulnerable people.



We educate practitioners and student peer mentors

to help young and vulnerable people YGAM develop and deliver training courses to professionals and volunteers who support young people at risk from problem gambling or gaming.



We increase awareness

through information and dialogue YGAM increases awareness of youth gambling and gaming as a public health issue with policy-makers, educators the industries themselves and key influencers.

To achieve this, YGAM delivers its mission and therefore its social purpose in three ways:



Practitioner Workshops: YGAM delivers accredited training to practitioners, enabling them to deliver the YGAM gambling-related harm-prevention programme.



Peer Education projects: YGAM works in partnership with universities to train year two & three students to become YGAM peer mentors who programmes and campaigns within their universities and local communities.



Research: through the delivery of the above two products, a programme of research into the attitudes, thinking and behaviours of young people and gambling / social gaming will be created to establish a global research network, specifically targeting teenagers and young adults.

YGAM increases awareness of youth gambling and gaming as a public health issue with policy-makers, educators the industries themselves and key influencers. Our Programmes and Services also contribute to the emerging National Strategy to reduce gambling harms 2019 - 2021. In particular YGAM's impact contributes to



Priority Action 1: Research to inform action



Priority Action 2: Prevention



Priority Action 3: Evaluation of the National Strategy

YGAM Innovation Limited as a wholly-owned trading subsidiary of YGAM, offering two products which contribute to the emerging National Strategy 2019 - 2021 to reducing gambling harms, namely priority Action 5: Industry Collaboration. Innovation will work collaboratively to develop and deliver recognised City & Guilds and Pearson courses & qualifications for colleagues working in customer facing roles and an Apprenticeship Standard for the gambling industry.



We are looking for an exceptional candidate to join our team as Head of Marketing & Communications.

YGAM is proud to be a living wage employer.

Since YGAM was founded five years ago, we have quickly established ourselves as a leading educational charity which builds digital resilience in young and vulnerable people, by training professionals to raise awareness of the potential of gaming and gambling-related harm specifically. Last year alone, we have reached just over 164,000 young people & students and collaborated with almost 1,180 educational organisations (schools, colleges, universities and charities) to deliver our programme.

YGAM are incredibly proud to be working with all stakeholders in this space, from the gambling & gaming operators who make products available to the public; education professionals who support young people & students learning; the criminal justice sector; partner universities; public health; leading third sector organisations; leading sports clubs; Local Authorities and young people, students and parents themselves.

Given the high demand in our social purpose and our continued and projected future growth we are looking for a highly organised and efficient Head of Marketing & Communications, who will sit on the Senior Management Team, leading on the marketing strategy and supporting the future development of YGAM. **This post is being offered as a full-time position with a salary of £38,000.** This is a home-based role but you will be required to travel in to London on a regular basis.

The principle purpose of the post is to deliver a comprehensive, cost-effective Marketing and Communications plan which supports YGAM in meeting the objectives of its core proposition to inform, educate and safeguard young people against problematic gambling and gaming. The ideal candidate will be highly organised, have an absolute eye for detail and the drive and ambition to support a fast growing, national charity. This is a very hands-on role and whilst you will be working with members of the SLT, Trustees and agencies you will also need to be willing to take on some of the lower levels tasks such as creating and posting on social media and updating website copy, alongside the strategic responsibilities.

To apply for the role please send a copy of your up-to-date curriculum-vitae along with a supporting statement (maximum two sides of A4) outlining your experience and how your skills match those in the person specification to careers@ygam.org.

We will only accept applications accompanied by a supporting statement. The closing date for completed application forms is 24th January 2020. All received applications will be acknowledged. Shortlisted applicants will be invited to attend an interview which is planned to take place on Monday 3rd February 2020 in London. Please ensure you can attend on this date before applying. YGAM are proud to be recognised as an Investors in People organisation, guaranteeing you a purposeful job with plenty of training and career opportunities for the right person. Thank you for your interest and we look forward to hearing from you

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

Yours faithfully



Mike Wojcik
Chair of Trustees

Yours faithfully



Lee Willows
Chief Executive

Job Description – Head of Marketing & Communications

Title:	Head of Marketing & Communications
Reports to:	Chief Executive
Hours:	Full-time / work from home
Salary:	£38,000
Probation period:	Six months, with formal review at month three

Job Purpose

The Marketing Manager will deliver a comprehensive, cost-effective Marketing and Communications plan which supports YGAM in meeting the objectives of its core proposition to inform, educate and safeguard young people against problematic gambling & gaming. The post holder will also support the Chief Executive Officer and Trustees in fundraising initiatives and engaging with the gaming industry.

Key Tasks:

Planning

- Deliver and develop the Marketing & Communications plan from the approved Marketing strategy and ensure alignment with YGAM's commercial objectives
- Identify effective multi-channel approaches, focusing on Digital activation, to reach key audiences and deliver targeted outcomes
- Work with all stakeholders including Gambling and Gaming Operators and other industry partners to ensure YGAM is effectively engaging with its stakeholders and core target audiences
- Work with Communications and Marketing trustees to ensure that key messages are engaging appropriate audiences

Delivery

- Develop high-impact marketing collateral, digital content and oversee design
- Manage the social and online presence of the YGAM brand across all digital platforms
- Lead on the ongoing development of the website and integration with the CRM system (Salesforce)
- Support the Education Team with national and regional marketing and PR activities to drive workshop bookings
- Maximising opportunities and building relationships through a new email marketing strategy and delegate journey
- Track and monitor marketing outcomes, identifying areas for additional or different activities to improve effectiveness and value for money
- Provide regular reports on marketing outcomes as part of performance management and governance processes
- Work with the CEO to manage relevant budgets, liaising with senior colleagues to ensure overall value for money from industry investment
- Work with the CEO, Board of Trustees and senior colleagues on building and managing relationships with industry partners
- Support the Trustee for Communications when needed on drafting high-quality communications content
- Deliver and develop the Marketing & Communications plan from the approved Marketing strategy and ensure alignment with YGAM's commercial objectives
- Identify effective multi-channel approaches, focusing on Digital activation, to reach key audiences and deliver targeted outcomes
- Work with all stakeholders including Gambling and Gaming Operators and other industry partners to ensure YGAM is effectively engaging with its stakeholders and core target audiences
- Work with Communications and Marketing trustees to ensure that key messages are engaging appropriate audiences

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 – Head of Marketing & Communications

Qualifications

- Degree in Marketing or a related field from an accredited college or university, or equivalent experience

Essential Skills and experience and/or qualifications

- Minimum of five years in a Marketing role
- Outstanding written and verbal communication skills
- Demonstrable planning and project management skills
- Excellent interpersonal skills
- Understanding and experience of Digital marketing including Google AdWords and Analytics
- Content creation and Social media management
- Knowledge of Salesforce and WordPress would be advantageous.

Introducing the YGAM Salary Structure

The YGAM salary structure consists of 'bands and grades' as defined below. Each band will have a minimum criteria and experience requirement. Additionally, each band has two grades; 'entry' and 'skilled'. Employees move through the bands based on meeting the criteria and their actual performance / results achieved on the job.

We have alighted this post to have a starting salary at salary band 8.

Band	Grade (Entry or Skilled level) – based on FTE	Criteria	Project Management Experience
One (Community Development Manager / Worker)	Entry: £17,100	<ul style="list-style-type: none"> Be a current student within a university studying a relevant degree or higher. Meet all essential parts of personal specification. Have a commitment to the social purpose of YGAM 	N/A
	Skilled: £19,000		
Two (Project Manager)	Entry: £22,000	<ul style="list-style-type: none"> Meet all essential parts of personal specification. At least one years evidenced project management experience. Consistent performer who meets all targets set. Have a commitment to the social purpose of YGAM. 	1 year
	Skilled: £24,000		
Three (Project Manager)	Entry: £25,000	<ul style="list-style-type: none"> Meet all essential parts of personal specification. At least three years evidenced project management experience with experience of managing volunteers. Has some experience with fundraising having raised at least £25,000. Good performer whom meets all targets set. Have a commitment to the social purpose of YGAM. 	3 years
	Skilled: £26,000		
Four (Project Manager)	Entry: £27,000	<ul style="list-style-type: none"> Meet all essential and desirable parts of person specification. At least five years evidenced project management experience, including line managing employees. Has experience with fundraising having raised at least £60,000. Has strong networking and interpersonal skills. Good performer whom meets all targets set. Have a commitment to the social purpose of YGAM. 	5 years
	Skilled: £28,500		

Five (Project Manager)	Entry: £29,000 Skilled: £31,000	<ul style="list-style-type: none"> • Meet all essential and desirable parts of person specification. • At least six years evidenced project management experience, including line managing employees and multiple-projects. • Has experience with fundraising having raised at least £100,000 • Has strong networking and interpersonal skills that drive social impact. • Good performer whom consistently meets all targets set. • Have a commitment to the social purpose of YGAM. • Meet all essential and desirable parts of person specification. • At least seven years evidenced project management experience, including line managing employees and complex, multiple projects across different geographical regions. • Has experience of the leading the full range of employee HR processes. • Has experience with fundraising having raised at least £150,000 • High performer. • Have a commitment to the social purpose of YGAM. 	6 years
Six (Project Manager or Head)	Entry: £32,000 Skilled: £34,000	<ul style="list-style-type: none"> • Meet all essential and desirable parts of person specification. • At least seven years evidenced project management experience, including line managing employees and complex, multiple projects across different geographical regions. • Has experience of the leading the full range of employee HR processes. • Has experience with fundraising having raised at least £150,000 • High performer. • Have a commitment to the social purpose of YGAM. 	7 years
Seven (Senior Project Manager / Regional Manager or Head)	Entry: £35,000 Skilled: £37,000	<ul style="list-style-type: none"> • Meet all essential and desirable parts of person specification. • At least eight years evidenced project management experience, including line managing employees and complex, multiple projects across different geographical regions. • Has experience with fundraising having raised at least £200,000 • Has experience of leading complex projects with a turnover c£1m. • Worked with a Chief Executive within a senior leadership team. • High performer who exceeds targets. • Have a commitment to the social purpose of YGAM. 	8 years

Eight (Senior Project Manager / Regional Manager / Head / Director)	Entry: £38,000 Skilled: £40,000	<ul style="list-style-type: none"> Meet all essential and desirable parts of person specification. At least ten years evidenced project management experience, including line managing employees and complex, multiple projects across different geographical regions. Has experience with fundraising having raised at least £250,000 Has experience of leading complex projects with a turnover c£2m. High performer who exceeds targets. Have a commitment to the social purpose of YGAM. 	10 years
Nine (Senior Project Manager / Regional Manager / Head / Director)	Entry: £41,000 Skilled: £45,000	<ul style="list-style-type: none"> Meet all essential and desirable parts of person specification. At least ten years evidenced project management experience, including line managing employees and complex, multiple projects across different geographical regions. Has experience with fundraising having raised at least £300,000 Has experience of leading complex projects with a turnover c£2m. Worked with a Chief Executive within a senior leadership team. Can deputise for the Chief Executive. High performer who exceeds targets. Have a commitment to the social purpose of YGAM. 	10 years
Ten (Chief Executive)	£50,000 - £60,000	<ul style="list-style-type: none"> Meet all essential and desirable parts of person specification. At least ten years evidenced senior leadership experience Has experience with fundraising having raised at least £5m Has experience of leading complex projects with a turnover c£10m Worked as a Chief Executive within a senior leadership team, leading a charity / organisation with an annual turnover of at least £5m. Experience of working with a board. Thought leader and experience of changing significant government policy. Well-connected individual. High performer who exceeds targets. Have a commitment to the social purpose of YGAM. 	15 years

