



Head of Corporate Partnerships

Candidate Application Pack

Introducing YGAM

The Young Gamers and Gamblers Education Trust (YGAM) is a national education charity with a social purpose to inform, educate, safeguard and build digital resilience amongst young and vulnerable people, helping them to make informed decisions and understand the consequences around gambling and 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 policymakers, educators the industries themselves and key influencers.

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



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



University and Student Engagement: 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.



Parents: Following on from some research and working alongside young people, parents and carers, YGAM have developed a parent hub for their website. The site provides information and support around gaming and gambling for parents and carers, alongside a range of tools and activities for the whole family to build up their children's resilience and establish a healthy on-line/off-line balance.

YGAM increases awareness of youth gambling and gaming as a public health issue with policy-makers, educators, the key 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 is 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.



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; making resources available for parents and delivering impactful student campaigns with partner universities. Last year alone, we have reached approximately 364,918 young people, students and parents and we have collaborated with almost 2,488 educational organisations (schools, colleges, universities and charities) to deliver our programmes.

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, third sector organisations, sports clubs, Local Authorities and young people, students and parents themselves.

It is a very busy time in YGAM currently and we have a unique opportunity for an experienced, hands-on Head of Corporate Partnerships fundraiser to join the YGAM team to foster new Corporate Social Responsibility (CSR) partnerships and income from the gaming, tech & mobile sectors. This post is being offered as a full-time position with a salary of £38,000 - £40,000 (plus London Weighting if applicable). It is a home-based role and you will be required to travel on a regular basis as Covid-19 restrictions are lifted.

The principal purpose of the post is to devise and implement a successful programme of corporate fundraising securing (i) income and (ii) high-profile CSR partnerships. As a member of the Senior Leadership Team (SLT) you will assume overall responsibility of income generation for the charity as your knowledge of YGAM and our social purpose increases. The role will be demanding, highly rewarding and best suited to an experienced corporate fundraiser who wants to grow and develop their career within corporate fundraising, taking their experience to a national level. Being highly organised, having an absolute eye for detail and the drive and ambition to make this opportunity a success are critical qualities.

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.

The closing date for applications is **Monday 20 July 2020 at 1200 noon**. Shortlisted applicants will be invited to attend a face-to-face interview which is planned to take place on **Tuesday 11 August 2020** in London. Depending on Covid-19 this might be a video conference interview instead and there will be a pre-interview task for you to complete if shortlisted. 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



Mike Wojcik
Chair of the Board of Trustees



Lee Willows
Founder & Chief Executive

Job description – Head of Corporate Partnerships

Title: Head of Corporate Partnerships

Reports to: Chief Executive & member of Senior Leadership Team (SLT)

Hours: Full-time, 37.5 hrs per week / work from home

Salary: £38,000 – £40,000 (plus London Weighting of £2,800 if applicable)

Probation period: Six months, with review at month three and six

Job Purpose:

The post holder will be responsible for devising and implementing a successful programme of fundraising to foster Corporate Social Responsibility (CSR) partnerships and generate income from the gaming, tech & mobile sectors. Over time the post holder will be expected to take overall responsibility for income generation for YGAM.

Key Tasks:

- Create and deliver prospects / income pipeline.
- Develop a portfolio of corporate relationships specifically within the gaming, tech & mobile sector.
- Research potential corporate supporters, plan, write and deliver engaging approaches to secure their support for YGAM securing (i) income and (ii) high-profile CSR partnerships.
- In addition identify, secure and develop new corporate partnership opportunities, focusing on sponsorship opportunities, employee fundraising, payroll giving and gifts in kind.
- Act as an ambassador for YGAM, representing the charity and undertaking public speaking at external events, including a wide variety of networking events.
- Assist in the implementation of existing, and the development of new, corporate partnership products with the Chief Executive.
- Work collaboratively with members of the Senior Leadership Team in an impactful way to drive YGAM's social purpose, whilst living our charity values.
- Meet income targets on corporate accounts managed and be self-administrating.
- Ensure YGAM's CRM (Salesforce) is used as an effective tool for tracking fundraising.
- Work with the Head of Finance to ensure fundraising is correctly accounted for and organisational budgets include realistic targets for fundraising

Personal Specification – Head of Corporate Partnerships

Qualifications:

- Educated to degree level or equivalent.

Personal Experience, Knowledge and Skills:

- Proven experience of corporate fundraising.
- Experience of account management and/or supporter care.
- Experience of utilising a CRM database (ideally Salesforce) to support relationship management.

- Good understanding of the principles of corporate fundraising.
- Good understanding of prospect research methods.

Essential Experience:

- Exceptional interpersonal skills with the ability to communicate sensitively and effectively with a diverse range of individuals who may be supporters, participants, donors or volunteers, particularly by telephone.
- Excellent relationship management skills, with ability to motivate and inspire others.
- Experience of achieving financial targets and keeping financial records.
- Strong administration, time management and prioritising skills.
- Excellent written communication skills.
- Accuracy and attention to detail.
- Ability to use Microsoft Office suite.
- Demonstrable diplomacy and ability to work in confidence.
- Good numerical skills.

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 | | |

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| Five (Project Manager) | Entry: £29,000 | <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. | 6 years |
| | Skilled: £31,000 | | |

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| Six (Project Manager or Head) | Entry: £32,000 | <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 |
| | Skilled: £34,000 | | |

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| Seven (Senior Project Manager /Regional Manager or Head) | Entry: £35,000 | <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 |
| | Skilled: £37,000 | | |

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| 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 |



www.ygam.org

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