



2 x Marketing and Communication Managers

Candidate Application Pack

Young Gamers and Gamblers Education Trust

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.

As the topic of gaming and gambling continues to rise up the news and political agenda, the high demand in our social purpose and our projected growth also increases. We now have a unique opportunity for two driven Marketing & Communications Managers to join the YGAM team to deliver the ambitious Marketing and Communication Strategy and support the future growth of the charity with a particular focus on the mental health or higher education sector and our University & Student Engagement. These posts are being offered as full-time positions with a salary of £25,000 - £26,000pm. They are home-based roles but you will be required to travel on a regular basis.

The principle purpose of the posts is to deliver a comprehensive, cost-effective Marketing and Communications plan which incorporates social media, stakeholder engagement and public affairs to support the objectives of the charity. The ideal candidates will be highly organised, have an absolute eye for detail and the ambition to support a fast growing, national charity. These are very hands-on roles and whilst you will be working with members of the SLT, Trustees and agencies you will also be required to take on tasks such as creating and posting on social media and updating website copy, alongside the strategic responsibilities.

The roles will be demanding, highly rewarding and best suited to individuals with valuable experience working in a fast-paced marketing and communications environment who want to grow and develop their careers taking their experience to a national level.

To apply for the roles 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 **Monday 27 July 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



Lee Willows
Founder & Chief Executive



Daniel Bliss
Head of External Affairs

Job description – Marketing and Communications Manager

Title: Marketing and Communications Manager

Reports to: Head of External Affairs

Line Manage: N/A

Hours: Full time, work from home

Salary: £25,000 - £26,000 (plus London weighting if applicable) pro-rata after six-months based on performance

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

Job Purpose:

The Marketing Manager will deliver a comprehensive, cost-effective Communication and Marketing Strategy to raise the profile of the YGAM brand to cultivate partnerships and drive growth particularly in the mental health or higher education sector. The post holder will also support the Head of External Affairs to develop national and regional PR activities to enhance relation with a variety of stakeholder groups.

Key Tasks:

- Develop high-impact marketing collateral, digital content and contribute to design.
- Support when needed on drafting high-quality press releases.
- Track and monitor marketing outcomes, identifying areas for additional or different activities to improve effectiveness and value for money.
- Work with all stakeholders including representatives from the mental health, charities, education, and politics to ensure YGAM is effectively engaging with its stakeholders and core target audiences.
- Assist planning, editing and writing internal communications so organisational initiatives and projects are successfully communicated to employees.
- Act as an ambassador for YGAM, representing the charity at key events.
- Support the team with national and regional marketing and PR activities to drive workshop bookings for specific mental health workshops.
- Produce detailed design briefs for creative video content to support marketing campaigns.
- Analyse operator's behaviour and adjust email and marketing messaging accordingly
- Work collaboratively with colleagues on the Senior Leadership Team for YGAM in an impactful way to deliver YGAMs social purpose.

Personal Specification – Marketing and Communications Manager

Qualifications:

- Educated to degree level or equivalent experience

Skills, Knowledge & Experience:

- Minimum of five years in a marketing role with desirable experience of working within the mental health or higher education sector.
- Outstanding written and verbal communication skills.
- Demonstrate planning and project management skills.
- Excellent relationship management skills, with ability to motivate and inspire others.
- The ability to think creatively and present bold new ideas.
- Experience of utilising a CRM database to support relationship management.
- Strong administration, time management and prioritising skills.
- A willingness to meet deadlines effectively.
- Accuracy and attention to detail.
- Ability to use Microsoft Office suite.
- Demonstrable diplomacy and ability to work in confidence.
- Good understanding of the delivery of learning & development.
- A committed and flexible attitude to the job

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 3.

Band	Grade (Entry or Skilled level) - based on FTE	Criteria	Project Management Experience
One (Community Development Manager / Worker)	Entry: £17,100 Skilled: £19,000	<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
Two (Project Manager)	Entry: £22,000 Skilled: £24,000	<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
Three (Project Manager)	Entry: £25,000 Skilled: £26,000	<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 purposeof YGAM.	3 years
Four (Project Manager)	Entry: £27,000 Skilled: £28,500	<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 purposeof YGAM.	5 years

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 £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



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