Corporate Partnerships Officer

Candidate Application Pack

The Young Gamers and Gamblers Education Trust

Who are YGAM?

The Young Gamers & Gamblers Education Trust (YGAM) is an award-winning charity committed to a social purpose to inform, educate and safeguard young people against gaming and gambling harms.

The charity was founded in 2014 by Lee Willows, Keith Evans and Anne Evans following their own devastating personal experiences of gambling-related harm.

Our vision is to ensure that all young and vulnerable people are safe from gaming and gambling-related harms and are aware of the risks associated.

YGAM's focus is to build digital resilience amongst young and vulnerable people, helping them to make informed decisions and understand the consequences around gaming and gambling.
Our social purpose in educating young and vunerable people around gambling is guided by the Gambling Commission's National Strategy to Reduce Gambling Related Harms.

"It's so rewarding to know we're making a real difference to people's lives."

- Sam Robinson, Education Manager

Our three-year strategy has the following principle goals:

- ✔ **Goal one:** Strengthen the reach and influence of our Education Programme.
- ✔ **Goal two:** Evaluate our impact, share knowledge and increase understanding.
- ✔ **Goal three:** Maintain the highest standard and relevance of our education content.
- ✔ **Goal four:** Continue to improve organisational effectiveness.

"An amazing charity to work for. I feel part of something special"

- James Matthewson, Marketing & Communications Manager

What we do?

YGAM for Parents

We have developed a specialist Parent Hub website which hosts a collection of free practical tips, interactive activities and advice to help parents manage their child's safety online. The digital resource includes insights and guidance from parents, leading academics and teachers. The programme will be further enriched during 2021 with the introduction of bespoke workshops to help parents identify signs of harm, changes in behaviour and establish healthy boundaries with gaming.

We provide specialist training on gambling and gaming harm to university staff who are responsible for student mental health and wellbeing. In addition to this, we have employed a part-time student team to deliver awareness campaigns to fellow students on campus. Our student team has developed our Student Hub websit; a holistic digital resource covering a range of topics and signposting the available support offered.

YGAM for Students

Preventing Gambling Harms in **Diverse Communities**

We train community and faith leaders from ethnic minority populations as part of an initiative with TalkGEN CIC, Red Card Gambling Support Project CIC and Clearview Research. The programme aims to raise awareness and address the issue of gambling harm disproportionately affecting young people from minority communities. The programme content centres on an understanding of social-cultural and religious contexts on shame and stigma relating to gambling harms.

We are leading an alliance of experts from Bournemouth University, Betknowmore and the Responsible Gambling Council to deliver expert training on gambling, gaming, and digital behavioural addictions to health professionals. The free-to-access training is specifically tailored to the modern needs of the NHS and is informed by lived experience and academic insight.

Mindful Resilience

YOUNG PEOPLE'S GAMBLING HARM PREVENTION PROGRAMME
Education | Training | Support
GamCare YGAM

We provide CPD training for teachers and youth workers equipping them with the knowledge, skills and confidence to deliver awareness sessions to young people about the potential harms of gambling and gaming. The programme is delivered in partnership with GamCare and supported by the Betting & Gaming Council, the £10million programme is the largest of its kind and aims to reach and safeguard millions of young people across England, Wales and Northern Ireland.

We are working in partnership with Betknowmore to provide gambling industry employees with specialist online training to strengthen player protection standards and effectively safeguard consumers from gambling-related harm. The resources have been developed using a methodology known as 'flipped learning' derived from Neuroscience studies on how the brain learns.

SAFER GAMBLING TRAINING

Corporate Partnerships Officer

Thank you so much for getting in touch about the Corporate Partnerships Officer role we have available at YGAM. We are seeking a highly organised person with impeccable written & communication skills to join our talented team.

This unique opportunity will be best suited for somebody who is looking to enter the third sector, specifically as a corporate fundraiser. You will work with our Head of Partnerships, Chief Executive, and colleagues from across the charity to raise funds from businesses either through commercial activity or through a range of corporate partnerships. We are seeking creativity, self-motivation and somebody who is passionate about our social purpose and loves writing compelling proposals.

A critical part of the role will be the development of planned, prioritised and well researched proposals to gaming, gambling and tech businesses with a focus on securing new income streams and maximising Corporate Social Responsibility (CSR) opportunities. Our ideal candidate will also have an outstanding knowledge of Microsoft Office (especially Word, Excel and Sharepoint/One-Drive). Experience of a Customer Relationship Manager (CRM) programme would be advantgeous, such as Salesforce and a good knowledge of LinkedIn.

This post is being offered as a full-time position and a competitive salary of £22,750 (depending on experience). If you live in Greater London, there will be an additional payment of £2,800 London Weighting. YGAM will also support you with a fully funded Chartered Institute of Fundraising Certificate / Diploma upon successful competition of your probation period. This is a home-based role and we will provide everything you need to establish a home-office.

To apply please email careers@ygam.org with a copy of your CV and a supporting statement of no more than two pages, outlining how you meet the Person Specification for the role. The closing date for completed applications is noon on Thursday 06 May 2021. Only applications with a supporting statement will be considered.

Successful applicants who make the shortlist will be asked to attend an interview, which is planned to take place on Thursday 13 May 2021 and this will take place via Microsoft Teams. YGAM are proud to be recognised as a Gold Investors in People organisation, guaranteeing you a purposeful job with plenty of training and career opportunities.

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

Yours faithfully

Lee Willows
Chief Executive

Job Description

Title: Corporate Partnerships Officer
Reports to: Head of Partnerships
Hours: Full-time, work from home (with occasional travel)
Salary: £22,750 dependent on experience (see note below), plus London Weighting is applicable.
Probation period: Six months.

We are currently in the process of reviewing our salary scales therefore, during the transition to the new scales, we are adopting a two-phase approach to awarding end of probationary period pay increases. All new YGAM employees are initially appointed at a salary £2,000 less than their expected point on the YGAM salary scale. On successful completion of their probationary period they will receive a salary increase of £1,200 (60% of £2,000), and in January 2022 they will receive the remaining increase of £800 (40% of £2,000) to bring them in line with their expected point on the new salary.

Purpose of role

This unique opportunity will be best suited for somebody who is looking to enter the third sector, specifically as a corporate fundraiser. You will work with our Head of Partnerships, Chief Executive, and colleagues from across the charity to raise funds from businesses either through commercial activity or through a range of corporate partnerships. We are seeking creativity, self-motivation and somebody who is passionate about our social purpose and loves writing compelling proposals.

A critical part of the role will be the development of a planned, prioritised and well researched proposals to gaming, gambling and tech business with a focus on securing new income streams and maximising Corporate Social Responsibility (CSR) opportunities.

Key tasks and responsibilities

- Develop new business leads, proposals and income.
- To work with the Head of Partnerships to secure and diversify our income generation portfolio.
- To carry out new business research and lead approaches including media appeals, long term sustainable partnerships with companies and charity of the year partnerships with a suitable Corporate Social Responsibility (CSR) programme and/or synergy with YGAM.
- Build the new business pipeline and develop a contact plan for approaches.
- Use our CRM Salesforce to ensure that we have accurate and useful information on all corporate prospects.
- Monitor, manage and report on agreed targets and KPIs on income and activity levels.
- To identify and stay abreast of key market trends in the gaming, gambling and tech sectors.
- Write strong, tailored and compelling proposals, initiate prospecting meetings and develop and deliver winning pitches and presentations, working closely with the Head of Partnerships and Chief Executive.

Additionally, the post holder will be expected to:

- To account manage some corporate partnerships as required which will include acting as day to day contact for the company and its staff and maximising all forms of fundraising within the company.
- To support the Head of Partnerships and Chief Executive on developing new business propositions for their accounts, re-pitches, occasionally working in the evenings or weekend to meet deadlines.
- To carry out any other tasks as reasonably requested by the Head of Partnerships.

Person Specification

E = essential D= desirable

Experience and Knowledge

	Criteria	Assessment
E	Demonstrable experience of working in corporate fundraising and / or sales or relevant experience.	Application Interview
E	Excellent attention to detail and exemplar written skills.	Application
E	Experience building a pipeline / achieving agreed income targets.	Application Interview
E	Experience of motivating and inspiring supporters/clients, winning the confidence and trust of supporters/clients with ease.	Interview
E	Experience of desk-top research and analysis.	Application Interview
D	An understanding of employee-led fundraising / organisation of corporate fundraising events.	Interview

Skills and abilities

	Criteria	Assessment
E	Excellent written and verbal presentation skills with an ability to negotiate and be persuasive in both formal and informal setting· The ability to effectively package and present the work of YGAM to different audiences·	Application Interview
E	Great organisational ability including being able to apply project management principles to managing a varied workload with a flexible approach and the ability to meet deadlines·	Application Interview
E	A confident, creative approach and a good understanding of how to nurture and build appropriate corporate relationships.	Application Interview
E	Self-motivated, demonstrable creativity, determination, tenacity and persuasiveness whilst understanding the need to work collaboratively and within the framework of team and the wider organisation.	Application Interview
E	The ability to input into effective business planning· budgeting· strategic development and implementation·	Application Interview
E	To be self-servicing and the ability to use Microsoft Office·	Application Interview
D	Knowledge of how to use LinkedIn as a prospecting tool· in an none-sales manner·	Application Interview
D	Knowledge on how to use a CRM· ideally Salesforce·	Application Interview

INVESTORS IN PEOPLE®
We invest in people Gold

Children & Young People Now Awards 2020
Winner

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