

# Head of Delivery – Preventing Gambling Harm in Diverse Communities

## 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 vulnerable 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?



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 website; a holistic digital resource covering a range of topics and signposting the available support offered.



## Preventing Gambling Harms in Diverse Communities

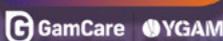
We train community and faith leaders from ethnic minority populations as part of an initiative with TalkGEN CIC, Red Card Gambling Support Project CIC and Clearview Research. The programme aims to raise awareness and address the issue of gambling harm disproportionately affecting young people from minority 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.



## YOUNG PEOPLE'S GAMBLING HARM PREVENTION PROGRAMME

Education | Training | Support



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.



# Head of Delivery – Preventing Gambling Harm in Diverse Communities

Thank you so much for getting in contact to enquire about the Head of Delivery – Diverse Communities we have available at YGAM. We are looking for somebody very special to join our team on our new Preventing Gambling Harms in Diverse Communities Programme, initially covering Greater London and the Home Counties.

Since YGAM was founded six 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 specifically of gaming and gambling-related harm. Last year alone, we reached just over 184,700 young people and trained 2,906 education professionals to deliver our programme.

We have a fantastic opportunity for a hands-on leader to join the YGAM team and to drive our reach, foster longstanding relationships with key stakeholders and provide inspirational leadership to maximise our social impact. The post is full-time with a starting salary of £34,125 with the potential to rise based on performance.

We are seeking somebody who has an outgoing and confident personality and who has experience of managing a team and a deep understanding of the challenges and barriers that black and Asian communities face when accessing support services. Being highly organised, having an absolute eye for detail and the drive and determination to make this opportunity a success are also critical qualities.

To apply please email [careers@ygam.org](mailto: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 Friday 7 May**.

Successful applicants who make the shortlist will be asked to attend an interview, which is planned to take place **Tuesday 11 May**. Please make sure you can attend this selection day 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.

Good luck with your application and thank you so much for your interest in our work. If you would like to arrange an informal conversation about this post please contact: [kev@ygam.org](mailto:kev@ygam.org).



**Kev Clelland**  
Director of Operations



**Lee Willows**  
Founder & Chief Executive

# Job Description

**Title:** Head of Delivery – Preventing Gambling Harm in Diverse Communities

**Reports to:** Operations Director

**Line Manager:** Education Manager: Diverse Communities

**Hours:** Full-time / work from home

**Salary:** £34,125

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

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 role is part of the Preventing Gambling Harms in Diverse Communities Programme. You will lead the recruitment of community and faith leaders, who once trained via our City & Guilds assured programme, will deliver our resources to young people. You will also be responsible for promoting the work of YGAM at conferences and events linked to the programme. The post holder will provide inspirational leadership to drive operational performance and maximise social impact.

More specifically, for the period of this role, you will work collaboratively to ensure YGAM reaches an evidenced 323 practitioners, who will in turn reach 18,500 young people over the two-year period of the programme.

## **Key tasks and responsibilities**

- Work alongside the Advisory Group to develop highly-visible, effective and quality train the trainer workshops and resources.
- Develop agreed workplans for staff and conduct regular appraisals.
- Lead the programme leadership group and manage working relationships with delivery partners.
- Support and lead the team to embed YGAM into the local communities where the charity is based, reaching out specifically to community faith groups who support the development of young and vulnerable people.
- Support ClearView Research with independent evaluation of the programme.
- Work with the Chief Executive Officer to report to the funder and seek further funding.
- Support the marketing team with the development of a marketing strategy.
- Maintain accurate records for reporting and manage CRM systems.
- Develop relationships with key stakeholder groups to position YGAM and increase the number of practitioners attending our Train the Trainer workshops.
- Work with the Operations Director to position YGAM at principle conferences and community events to maximise awareness.

# Person Specification

## **The Disclosure & Barring Service (DBS) - disclosure**

This post is subject to a DBS disclosure that is of satisfaction to the Board of Non-Executive Directors at YGAM Innovation. Being the trading subsidiary of 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 Innovation 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.

## **Essential Qualifications:**

Education to degree level or have the equivalent experience.

## **Desirable Qualifications:**

Project Management qualification and relevant experience.:

## **Essential Skills & Knowledge**

- A detailed understanding of education and how to engage with this sector.
- Outstanding verbal and written communication skills.
- Outstanding networking skills.
- Outstanding understanding of I.T applications and CRM systems (Microsoft word, Excel & Power Point especially, Salesforce).
- Knowledge of the relevant inspection frameworks
- Good knowledge of the principal stakeholders within diverse communities with a view to forming national partnerships.
- Experience of driving projects to achieve agreed outcomes.
- Ability to work in a highly organised manner with a keen eye for absolute detail.
- Ability to communicate effectively.
- Direct experience of working within the formal and/or nonformal education sector is desirable.

## **Desirable Experience**

- Knowledge of the National Curriculum in England.
- Experience of leading an education programme and the achievement of KPIs.
- Experience of managing a team.
- Excellent relationship management skills, with ability to motivate and inspire others.
- 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.

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