

**Who are we?**

Ygam is an award-winning charity whose vision is to ensure that every child and young person is resilient to, and safeguarded against, gaming and gambling harms.

Our Mission is to prevent children and young people from experiencing gaming and gambling harms through awareness raising, education and research.

As we embark upon an exciting new three-year strategy, this is a great opportunity to play an active part in shaping the future of Ygam.

**Why choose Ygam?**

Ygam has grown quickly over the last few years and continues that sustainable growth plan, with more recruitment planned during 2023.  Ygam currently employs around 40 staff, but we expect to be circa 55 staff by the end of 2023.

We endeavour to create a unique, engaging work environment where our employees believe in and live our values (Integrity, Empathy, Innovation, and Empowerment). With a fully remote working team, we embrace the diverse needs of our staff group, providing a supportive and enjoyable environment. Our aim as a People Team is to provide a great working culture, where our people are valued and empowered to make a difference.

In return for your passion, dedication, and hard work you will be rewarded with the following:

* An incredibly generous holiday entitlement starting at 28 days, increasing to 29 and 30 days with 2- and 5-years’ service (in addition to Bank Holidays).
* We also offer enhanced paid leave during our annual December shutdown.
* Fully supported home working environment, including home office equipment, and flexibility over hours worked.
* Competitive Family-friendly policies, including enhanced Maternity & Partner leave/pay.
* Life Assurance Scheme
* Up to 6% matched pension contribution.
* Employee Assistance Programme, inclusive of 24/7 GP appointments & telephone counselling.
* Simply Health Cash Plan, including Contribution to Dental, Optical, Physiotherapy, Osteopathy, Chiropractic, Acupuncture, Podiatry and Reflexology costs.
* A broad suite of Continuous Personal Development (CPD) opportunities.

Ygam has received the Investors in People Accreditation and are a recognised Investors in People employer. Ygam has also been awarded the Armed Forces Covenant and has signed the Menopause Workplace Pledge.

Do you have the skills, personality, and ambition to help us write our next chapter? This is an exciting time at Ygam as we grow our reach and the impact of our work. We are looking for people to help us expand, develop, and excel.

If you think you meet the requirements below and would like to join us, please find an application form at <https://www.ygam.org/join-ygam/>

**Job Description**

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| **Title** | Communications Officer |
| **Reports to** | Director of External Affairs |
| **Pay Grade** | Communications, Marketing & External Affairs |
| **Salary Scale** | Officer (M4c) £27,605 per annum (+LDN Weighting (if applicable)) |
| **Contract Type** | Permanent |
| **Hours** | Full-time, 37.5 hours per week (flexible for the right candidate) |
| **Location** | Remote, Homeworking |

**Main role and responsibilities**

**About this role**

The overall purpose of this role is to support the Director of External Affairs to help lead the external and internal communications of the charity.

This role will play a key role in raising the profile of the charity by seeking opportunities to enhance the reputation of the brand, and coordinate publicity events as required.

The successful candidate will write, edit, and distribute content, including publications, press releases, website content, annual reports, social media posts, speeches, and other marketing material that communicates the organisation's activities.

Establishing and maintaining effective relationships with journalists, this role will be responsible or responding to media inquiries and collating records of coverage, analytics, and metrics.

**Who are we looking for?**

Ygam is seeking a strong communicator with excellent interpersonal skills. Attention to detail is key, as is the ability to adapt to a fast-changing environment. The successful candidate will be committed to a career in communications, preferably with some previous press office experience. They will be looking for the opportunity to grow and develop their career within a supportive and engaging environment.

We are looking for someone who is a strong team player, but who also can work autonomously to clear deadlines.

At Ygam, we are committed to safeguarding and protection of children and vulnerable people in our work. We will do everything possible to recruit only suitable people to work with children or vulnerable people.

Ygam is an equal opportunity employer. It is Ygam’s approach that all employees have a working environment which promotes dignity and respect and where individual differences, and the contributions made are recognised and valued.

**Role Requirements**

Duties will include but not be limited to:

• Support the External Affairs Director in producing and implementing a creative Marketing & Communications Plan in line with YGAM’s three-year strategy.

• Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates YGAM’s activities, products and/or services.

• Respond to media inquiries, arrange interviews, and act as a spokesperson for the organisation.

• Establish and maintain relationships with journalists and maintain a media database.

• Seek opportunities to enhance our brand reputation, and coordinate publicity events.

• Maintain records of media coverage and collate analytics and metrics.

• Use planning tools to communicate clear implementation plans to colleagues, collaborating closely with the rest of the External Affairs team to monitor campaign progress and adjust the strategy as necessary to secure its objectives.

• Lead on the creation of the quarterly newsletter which goes out to a diverse range of stakeholders, advising on style, branding, content, and analytics.

• Manage YGAMs communications planning processes, including the comms forward look and campaigns schedule.

• Work with internal stakeholders to coordinate our presence and activity at events ensuring our profile and messaging is consistent.

• Work with colleagues in the External Affairs team to plan and schedule content for YGAM’s social media channels, ensuring regular content and consistent messaging.

• Support SLT members with the drafting communications for internal channels.

**Person Specification**

**Essential**

* Excellent writing and copy-editing skills for a variety of channels and audiences.
* Ability to work collaboratively as part of a broader team, recognising the importance of integrated communications.
* Detailed knowledge of a wide range of communications, marketing and engagement tools and media.
* Experience of developing and implementing communications and marketing strategies and ensuring their delivery.
* Good personal presentation and verbal communication skills.
* Attention to detail with good organisational skills.
* Ability to work under pressure, to tight deadlines, and to prioritise workload.
* Professional and positive manner and approach; able to establish and maintain good working relationships at all levels.
* Understanding of (and commitment) to Equality, Diversity, & Inclusion.
* Employment rights to live and work in the UK.

**Desirable**

* Experience writing evidence-led opinion pieces on policy issues.
* Interest in political and policy agenda.
* Project management experience.
* Good stakeholder management experience.
* Good interpersonal experience.
* Advanced understanding of WordPress, SEO tactics, Hootsuite.
* Previous experience of working within 3rd Sector

**Key Core Competencies – Communications Officer**

**People**

Impactful – Team Leader/Subject Matter Expert

* Anticipates the perspectives of others and addresses any of their concerns.
* Develops confidence and influence across the team.

Collaborative – Team Leader/Subject Matter Expert

* Empathises with other’s perspectives to facilitate successful teamworking.
* Instigates collaborative activities to improve relationships and organisational performance.

**Drive**

Authentic – Team Leader/Subject Matter Expert

* Takes responsibility for decisions even when they are challenged and encourages others to ask questions.
* Proactively seeks feedback in areas where lacking appropriate expertise and helps others to identify the limits of their capabilities.
* Is open and transparent and facilitates others to be the same.

Passionate – Team Leader/Subject Matter Expert

* Remains composed in light of adversity.

**Insight**

Business Aware – Team Leader/Subject Matter Expert

* Focuses on the achievement of organisational targets.
* Balances immediate issues with longer term targets.

Innovative – Team Leader/Subject Matter Expert

* Anticipates and proactively drives change.
* Helps others through periods of change.