



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.

Why choose Ygam?

We try 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. We welcome the unique contributions that you can bring and encourage people from underrepresented backgrounds to apply to join our team, including people with lived experience of gaming and gambling harms, people with disabilities, people from minority ethnic groups, LGBTQ+ people, neurodiverse people and armed force veterans.

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 a Gold 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.

As part of our Disability Confident commitment, we offer a guaranteed interview scheme for candidates with a disability who meet all of the essential criteria for the role. If you have a disability, a learning difficulty such as dyslexia, or a medical condition which you believe may affect your performance during any aspect of our selection process, we'll be happy to make reasonable adjustments to enable you to perform at your best.

Job Description

Title	Brand & Design Manager (Maternity Cover)
Reports to	Director of External Affairs
Team	External Affairs
Salary Scale	£27,605 M4c
Contract Type	Temporary – Maternity cover expected until Feb 2025
Hours	15 hours per week – working pattern to be discussed at interview
Location	Work from home (occasional travel)

Main Role & Responsibilities

The post holder is part of the External Affairs team, with responsibility for producing effective design and brand solutions across all programmes as well as the front-end of our collection of websites. They will successfully manage and prioritise multiple design projects, collaborating internally and externally to understand project requirements and deliver solutions which align with the brand. They will champion and promote the style of the charity and consistent use of the brand guidelines. They will research and monitor our performance and current trends to recommend improvements to our brand strategy and design.

Who we are looking for:

We are seeking a highly creative and skilled Brand and Design Manager to join our dynamic team. The ideal candidate will be responsible for maintaining and developing our brand identity through creative design and strategic brand management, ensuring a consistent and compelling brand identity across all channels. This is an exciting opportunity to contribute to and enhance the brand during a crucial period. If you are a creative professional with a passion for design and brand development and are ready to make an impact in a vibrant environment, we encourage you to apply.

Please note that we may interview and appoint before the closing date if the right candidate applies.

Role Requirements

Duties will include but not be limited to:

Brand Management:

- Implement and maintain the organisation's brand guidelines and visual identity.
- Collaborate with internal stakeholders to ensure consistent application of the brand across various channels.
- Produce effective design and brand solutions, consistently promoting the style of the charity.

Design Execution:



- Produce high-quality and visually appealing design materials, including but not limited to, digital and print collateral, presentations, and promotional materials.
- Efficiently adapt design work based on feedback and liaise with colleagues to ensure all requirements are being met.

Collaboration & Communication:

- Collaborate with cross-functional teams to understand project requirements and deliver design solutions that align with the brand.
- Communicate with internal and external stakeholders to gather feedback and ensure alignment with brand objectives.
- Play an active role in supporting colleagues and external stakeholders with brand and design.

Project Management:

- Manage and prioritise multiple design projects, ensuring deadlines are met.
- Coordinate with external vendors or agencies as needed for design related projects.

Brand Analysis:

- Monitor and analyse the performance of brand initiatives and report on key metrics.
- Research and monitor current trends and marketing of industry competitors.
- Provide insights and recommendations for continuous improvement in brand strategy and design.

WordPress:

- Take responsibility for maintaining and developing the front-end of the Ygam WordPress websites with input and support from colleagues.
- Work closely with the Digital team to ensure any website faults are resolved efficiently.

Person Specification

- Proven experience (3+ years) in brand management and design.
- Proficient in design software and tools such as Adobe Creative Suite
- Flexibility to adapt to changes in project scope, priorities, and timelines.
- Openness to feedback and a continuous improvement mindset.
- Strong portfolio demonstrating creative design solutions and successful brand projects.
- Excellent organisational and project management skills.
- Effective communication and interpersonal skills

Key Core Competencies

DRIVE

Authentic – Team Leader/Subject Matter Expert

- Proactively seeks feedback in areas where lacking appropriate expertise, and helps others to identify the limits of their capabilities.
- Has the courage to stand by actions and decisions.

Authentic – Functional Lead

- Enhances the brand.

Knowledgeable – Individual Contributor

- Wants to learn and develop, taking an active interest in expanding knowledge of areas related to own and others' roles.

Knowledgeable – Team Leader/Subject Matter Expert

- Recognised for their specialist knowledge.

INSIGHT

Business Aware – Team Leader/Subject Matter Expert

- Demonstrates broad business thinking and sound commercial judgement.
- Focuses on the achievement of organisational targets.
- Balances immediate issues with the longer term picture.
- Identifies and adopts best practices from other organisations and the external environment.

Gets Things Done – Team Leader/Subject Matter Expert

- Identifies the impact of work outputs and measures achievement against them.

Innovative – Team Leader/Subject Matter Expert

- Anticipates and proactively drives change.
- Inspires others to innovate.

Innovative – Functional Lead

- Ensures Ygam is able to adapt and respond to quickly changing demands.

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.
- Develops an influencing plan that uses a variety of approaches tailored to different audiences.

Collaborative – Team Leader/Subject Matter Expert

- Empathises with others' perspectives to facilitate successful teamworking.

Connected – Team Leader/Subject Matter Expert



- Manages stakeholder relationships and processes, maintaining an appropriate level and degree of contact.
- Uses feedback to inform business plans, projects and priorities.