

Role title: Communications Director

Accountable to: Chief Executive

Accountable for: Communications Manager, Campaigns Manager, Events Manager

Hours: 3 days / week, initial 6-month fixed term contract

Location: Flexible / London based

Budget oversight: £5 million per annum

About GambleAware

GambleAware is an independent charity operating across Great Britain which aims to keep people safe from gambling harm. On a national scale, it commissions integrated prevention and treatment services, such as the National Gambling Treatment Service, in partnership with expert organisations and agencies, including the NHS. It also produces public health campaigns and provides practical support to local treatment and advice services to ensure people find the treatment they need. GambleAware's mission is to ensure gambling is understood as an important public health and wellbeing issue and to continue commissioning help for those who need it, while building an understanding of what works in keeping people safe from gambling harms.

The charity has two main brands, targeted at separate audiences:

- GambleAware: corporate facing, aimed at professionals, researchers, education providers, those working within public health, local authorities, voluntary sector organisations and Government.
- BeGambleAware: consumer facing, aimed at individuals who are seeking support or advice for their gambling, or are concerned about someone else's gambling.

About GambleAware's communications function

GambleAware's communications team develops campaigns to support our prevention work alongside signposting people to treatment, manages announcements of our work and those of our commissioning partners, and manages conferences and events across the organisation. The team is led by a Communications Director, with a Communications Manager - Campaigns, and Communications and PR Manager to manage day to day projects, and an Events Manager to support conferences and events.

Role purpose

- To lead on all prevention and treatment awareness campaign activity including Bet Regret and the promotion of the National Gambling Treatment Service (NGTS).
- To lead the development and delivery of GambleAware's communications and engagement strategy to ensure widespread understanding of and confidence in the charity's role as a commissioner of research, prevention, and treatment services to keep people safe from gambling harms throughout Great Britain in accordance with its charitable objectives.
- The role will have a budget oversight of £5million per annum.

Key responsibilities

- To manage the ongoing development of the Safer Gambling Bet Regret including campaign monitoring, the development of a new women's prevention campaign and separate to this, implementation of campaigns to signpost to treatment (NGTS), working with the creative and media agency partners.
- Ensure evaluation metrics are in place for all media strategies, plans and campaigns, using these to report on the impact of media activity, and analyse, adapt and improve communications work and outcomes.
- Work with colleagues to lead, develop and implement communications planning which leads to a coherent focused proposition and core narrative underpinned with a strategic programme of communications activities, and robust key messages which resonate for the right audiences.
- Provide robust media advice to the CEO, Senior Executives and Trustees as necessary. Maintain high levels of responsiveness in media management by establishing good working relationships both internally and with external partners to ensure timely and high-quality responses to media inquiries.
- Actively engage with online, print and broadcast journalists to develop a position of confidence and authority for GambleAware, and positively influence coverage in national, regional and trade media. Act as principal point of contact between GambleAware and the media, including preparation of media materials, and act as a spokesperson for the organisation where appropriate.
- Oversee internal communication channels, ensuring that procedures are in place for the dissemination of accurate, timely and concise content which informs colleagues of key priorities and messages.
- Work alongside colleagues in the senior leadership team to ensure full compliance with the charity's systems including finance, procurement and legal governance, risk management, performance monitoring, information governance and staff performance management.

General responsibilities

- Undertake any other tasks as reasonably directed by your line manager
- Adhere to GambleAware policies and procedures
- Demonstrate a commitment to diversity, inclusivity and equal opportunity in working with colleagues and stakeholders with a wide range of perspectives and experiences
- Be a good team worker, demonstrating loyalty and commitment to the organisation and team members

Key relationships

- Senior Leadership Team
- GambleAware Trustee Board
- Safer Gambling Campaign Board (Chair: Professor Sian Griffiths)

Knowledge & experience (essential)

- Extensive experience of working with agencies in the management and delivery of campaigns involving multiple stakeholders, across multiple media (including digital)
- Working knowledge of quantitative and qualitative research for campaign monitoring
- Solid experience of communications and dissemination design, planning and delivery in a complex environment with multiple stakeholders and partners
- Experience of managing digital comms, including social media output

Skills and abilities (essential)

- Excellent communication skills
- Excellent listening skills
- Excellent presentational skills
- Ability to work collaboratively in a small team, delivering at pace
- Excellent organisational skills and ability to manage own workload
- Pragmatic with strong attention to detail.

General (essential)

- Committed to continuous professional development
- Commitment to GambleAware's mission and values
- Commitment to diversity, inclusivity and equality of opportunity

How to apply

Application is by CV and covering letter (up to 2 pages) setting out how you meet the Knowledge & Experience requirements. Applicants will be assessed and shortlisted against these requirements.

Those shortlisted will be invited to a formal interview in the **week commencing 1st February 2021**.