

Research Lead, Advertising and Branding



Application pack

June 2021

About GambleAware

GambleAware is the leading commissioner of prevention and treatment services for gambling harms in Great Britain. We are an independent charity guided by a Board of trustees, the majority of whom work in the health sector.

In April 2021 GambleAware published a new five-year strategy which defined the charity's vision of **a society where people are safe from gambling harms**. This vision is based on a whole-system approach, which acknowledges the many other organisations, networks and individuals, including those who have lived experience of gambling harms, that already play a key role across the system, or have the potential to do so in the future.

As an independent charity, we are regulated by the Charity Commission for England and Wales, and the Scottish Charity Regulator (OSCR). Our charitable objectives are:

- a) The advancement of education aimed at preventing gambling harms for the benefit of the public in Great Britain, in particular young people and those who are most vulnerable, by carrying out research, by providing advice and information, by raising awareness, and by making grants; and,
- b) Working to keep people in Great Britain safe from gambling harms through the application of a public health model based on three levels of prevention: primary – universal promotion of a safer environment; secondary – selective intervention for those who may be 'at risk'; and, tertiary – direct support for those directly or indirectly affected by gambling disorder, by carrying out research, by providing advice and information, by raising awareness, and by making grants for the provision of effective treatment, interventions and support.

GambleAware has a vision to see a society where everyone is safe from gambling harms. To help achieve this, we are steered by a clear set of values which guide our behaviour and shape everything we do. GambleAware and its staff are committed to:

Independence: We act with independence in commissioning projects which are in the interest of preventing and treating gambling harms.

Integrity: We act fairly and with integrity.

Equality: We strive to achieve equality of access and outcomes for people experiencing gambling harms.

Being evidence-based: We are conscientious in ensuring our work is evidence-based and in the absence of evidence, we will apply the precautionary principle to fulfil our charitable purpose.

Life at GambleAware

Employee benefits

We are committed to offering our employees a range of benefits to support their wellbeing. We regularly review and update our benefits and the list below summarises those currently on offer.

Annual flu vaccinations	Flexible working
Annual leave (25 days plus public holidays)	Highstreet staff discounts
Annual staff feedback survey	Investment in staff development
Cycle scheme	Mindfulness app
Death in service	Pension
Employee assistance programme	Private healthcare
Eye-test and DSE assessment	Season ticket loan

Equal opportunities

GambleAware is committed to Equality, Diversity and Inclusion – with an EDI group at the core of the charity that is committed to driving real change throughout the organisation. Our aim is to ensure that our staff, partners, stakeholders and those we commission – at all levels – are committed to driving change for a more equitable society promoting zero tolerance towards inequality, exclusion, racism and all forms of discriminations through the organisation and our partners.

GambleAware will be conducting an annual staff survey to allow for an open, honest and confidential way for staff to feedback and share their observations of the charity and make suggestions for improved ways of working going forward.

Career development

At GambleAware, we pride ourselves on offering a work environment that encourage professional growth. We have a competency framework in place that sets out the skills, knowledge and behaviours that lead to successful performance. The framework is used as a basis for determining what employees need to achieve and how they can work to achieve this.

The framework is designed to empower staff to take control of their career and we deliver on this by offering regular internal and skills-based training opportunities for all employees, at any level. There are also opportunities for coaching across the team and with junior colleagues and we also provide an internal mentoring framework for all staff.

Job description

Role title:	Research Lead, Advertising & Branding
Accountable to:	Research, Knowledge & Information Director
Accountable for:	Research strategy delivery
Location:	Flexible with regular travel to the Head Office
Salary	£40,000-50,000

Role Purpose

The purpose of the role is to lead on the research, monitoring and evaluation activity needed to support GambleAware's public awareness and marketing campaigns including the successful Safer Gambling Campaign, the National Gambling Treatment Service Campaign and our internal Brands Tracker survey; to develop knowledge that:

- Builds the evidence for our awareness raising, education and treatment approaches, design and commissioning.
- Informs advocacy and influences policymaking at national and local level.
- Informs public awareness.

Since 2018, GambleAware's awareness and prevention activity – the BetRegret campaign (www.begambleaware.org/betregret) – has focused on younger male sports bettors (mainly online), a population that is at particular risk of experiencing problems with gambling. Informed by our growing knowledge about the impact of gambling harms on different demographic groups and populations, GambleAware is now also investigating interventions that could make a positive difference to women, a population which is largely unserved in terms of gambling harm prevention activities.

In 2020, GambleAware launched a new campaign to raise awareness of the treatment and support to reduce gambling harms that is available through the National Gambling Treatment Service; and this campaign is also set to grow.

<https://www.begambleaware.org/for-professionals/safer-gambling-campaign>

<https://www.begambleaware.org/national-gambling-treatment-service-campaign>

As a leader, the role will contribute to achieving the organisation's strategic priorities:

- Accelerate engagement and awareness to deliver targeted activity to raise awareness, reduce stigma and encourage engagement with information and advice, support and treatment services.
 - Transform capacity and capability by collaborating with the NHS, public health agencies, local authorities, and voluntary sector organisations across England, Scotland, and Wales to support the growth of an integrated system of prevention provision.
 - Increase equity and champion diversity to understand and address inequalities in experiences, access to services and outcomes for those experiencing gambling harm. We will take a collaborative approach working with a diversity of communities to ensure that support, services, treatment and pathways to services are accessible and effective
 - Deliver best-in-class commissioning with the focus on improving processes and systems to enhance good governance, maximising transparency and value for money. We will include the voice of those with lived experience in the co-production of awareness raising, support, and treatment services.
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Key accountabilities:

- Develop Calls for Proposals for commissioning research and evaluations, drawing on the expertise of internal colleagues, SMEs (experts in research and evaluation design and delivery, in gambling prevention and harm reduction, and in lived experience) and external partners.
 - Establish and manage the evaluation process for research proposals and preparation of recommendations for the awarding of funds through internal governance procedures
 - Agree project milestones, research outputs and key milestones with research teams to provide the framework for monitoring of delivery, in conjunction with programme management colleagues.
 - Manage a robust quality assurance process of research produced by commissioned teams and its alignment with the Research Brief by providing support, comment and input at all stages of their implementation of the research, including research design, ethics, literature review, instrument development, recruitment/data access and analysis.
 - Coordinate and communicate with expert steering groups, obtaining their advice to ensure the quality and impact of research.
 - Facilitate the peer review process and check and comment on interim and final research reports and outputs as necessary.
 - Maintain oversight of project budgets ensuring delivery against project milestones and payment schedules.
 - Develop and maintain effective relationships with a wide range of stakeholders, internally with Comms colleagues, SGC Trustees and externally with stakeholders including, for example, government policy makers, gambling operators, researchers and academics, practitioners and people with lived experience.
 - Represent GambleAware at external events and other fora
 - Maintain up to date delivery information to support the contract management process and for internal reporting and briefing purposes including GambleAware teams, senior team and trustees.
 - Contribute to and support the work of the wider R&E team work on cross team projects; acting as an internal reviewer on colleagues' projects; building the team's networks and knowledge.
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Key responsibilities:

1. Demonstrate a commitment to diversity, inclusivity and equal opportunity in working with colleagues and stakeholders with a wide range of perspectives and experiences.
 2. Maintain and update the overview of the evaluation portfolio, determining organisational priorities in consultation with the Research, Information and Knowledge Director.
 3. Maintain up to date knowledge and expertise in innovative and best practice in evaluation methods and approaches, acting as an advisory resource for colleagues.
 4. Ensure clarity around roles and responsibilities and ways of working internally in relation to evaluation, regularly appraising and finding ways to improve approaches and outputs.
 5. Facilitate the adoption of research, monitoring and evaluation findings and any policy implications of GambleAware's prevention and clinical programmes.
 6. Ensure the appropriate systems are embedded for the delivery of evaluation through engagement with colleagues and externally, including those with lived experience.
 7. Undertake any other tasks as reasonably directed by your line manager.
 8. Adhere to GambleAware policies and procedures.
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9. Be a good team worker, demonstrating loyalty and commitment to the organisation and team member

Critical competencies:

The competency framework sets out how we want people in GambleAware to work.

The competencies are intended to be discrete and cumulative, with each level building on the levels below.

The six competencies below are identified as critical to this role.

Brilliant Basics	<ul style="list-style-type: none"> Commission research and create relationships with delivery partners using strong evaluation design and management skills. Work collaboratively with delivery partners to evaluate GambleAware commissioned projects and programmes Drive a performance culture across the organisation and achieve results through others, resolutely holding them accountable for outcomes
Difference Makers	<ul style="list-style-type: none"> Inspire colleagues to engage fully with the learnings generated by evaluation, supporting them to apply them to existing and new commissions Confront issues and challenge assumptions at the highest levels with delivery partners, stakeholders and clients in an assertive yet constructive way.
Game Changers	<ul style="list-style-type: none"> Create clear direction for both continuous improvement and innovation, in GambleAware commissioned projects and programmes

Person Specification

	Essential	Desirable
Knowledge & experience	<ul style="list-style-type: none"> Knowledge and experience of designing, executing, managing or commissioning advertising campaign creative development and campaign monitoring, specifically with regard to the design of both quantitative and qualitative research. Strong experience of research management processes including defining and managing project risk, monitoring progress and quality assurance protocols. Experience of delivering through others either in a line management or work management capacity. Working knowledge of the advertising research landscape, including the provider market, as relevant to GambleAware's mission and strategy. 	<ul style="list-style-type: none"> Experience of working in research in/alongside the public or voluntary sector. Experience of research design or delivery involving people with lived experience or with vulnerable groups.
Skills & abilities	<ul style="list-style-type: none"> Strong communication skills – oral and written - including extensive experience of presenting research findings to a non-specialist audience. Strong analytical thinking skills with an excellent track record of using evidence in decision making. Able to establish credibility with the wide range of communities GambleAware engages with, including at the most senior levels. Able to work collaboratively in Multi-Disciplinary and Functional teams. Able to work independently, using own initiative. Excellent organisational skills, with ability to plan and manage complex projects concurrently and produce high-quality outputs 	
Qualifications	<ul style="list-style-type: none"> Undergraduate qualification in a relevant subject or equivalent experience 	<ul style="list-style-type: none"> Membership of a relevant professional body e.g. MRA or SRA
General	<ul style="list-style-type: none"> Committed to building capability in others including delivering training and proactively supporting the development of junior researchers. Committed to continuous professional development. Commitment to GambleAware's mission and values. A clear understanding of, and commitment to, equal opportunities and diversity, and a commitment to promote high standards of conduct, integrity and probity. 	<ul style="list-style-type: none"> Keeping up to date with developments in advertising e.g. ASA standards Be prepared to travel and attend meetings and training as required, which may involve occasional overnight stays

How to Apply

Key Dates

Closing date for applications is 9am on Monday 2nd August 2021.

Successful candidates will be invited to attend a panel interview in August.

How to apply

Please submit a comprehensive CV along with a covering letter (up to two pages) to recruit@gambleaware.org.

Your cover letter should set out your interest in the role and how you meet the essential requirements in relation to the accountabilities and responsibilities for the role.

Equal opportunities

All candidates are also requested to complete an online [Equal Opportunities Monitoring Form](#) which will be found at the end of the application process. This should be submitted to recruit@gambleaware.org.

This will assist GambleAware in monitoring selection decisions to assess whether equality of opportunity is being achieved. Any information collated from the Equal Opportunities Monitoring Forms will not be used as part of the selection process and will be treated as strictly confidential.

GambleAware is an equal opportunity employer and is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and the elimination of all forms of discrimination in the workplace for all staff and job applicants.

We are committed to ensuring everyone can access our website and application process. This includes people with sight loss, hearing, mobility and cognitive impairments. Should you require access to these documents in alternative formats, please contact recruit@gambleaware.org.

Personal data

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your sensitive personal data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation. Following this notice, any inclusion of your sensitive personal data in your CV/application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

Contact details

For a conversation in confidence, please contact recruit@gambleaware.org and we will come back to you.

Also, if you have any comments and/or suggestions about improving access to our application processes please do not hesitate to contact us at recruit@gambleaware.org.

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About GambleAware:

GambleAware is an independent charity (Charity No. England & Wales 1093910, Scotland (SC049433) that champions a public health approach to preventing gambling harms. GambleAware is a commissioner of integrated prevention, education and treatment services on a national scale, with over £40 million of grant funding under active management.

For further information about the content of the report please contact info@gambleaware.org

