

Content Manager

(Maternity Cover)

Application pack

January 2023

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.

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| Annual flu vaccinations | Flexible working |
| Annual leave (25 days plus public holidays plus Christmas office closure) | 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: | Content Manager |
| Accountable to: | Digital Product Lead |
| Accountable for: | Content on our BeGambleAware site, social channels and subscriber emails |
| Location: | A mix of home and office working (min 40% office) (Central London) |
| Salary | c£40,000 FTE |

Role Purpose

This is an exciting opportunity to work with a creative and vibrant award-winning communications team at the heart of a growing charity. Working to the Digital Product Lead, you'll be responsible for all content on the BeGambleAware site, our social channels and subscriber emails.

As an advocate for user needs, you'll love the challenge of translating complex language, processes and concepts into clear and engaging content. You'll work closely with the wider communications team and business to create engaging, accessible and accurate content in a range of different formats, to meet the diverse needs of our users.

Key accountabilities:

- Develop the content strategy and deliver a coherent and compelling editorial identity for our owned channels including website, social channels and newsletters
- Build, maintain and populate content calendar for owned channels. Ensure content themes are integrated across digital channels managed by other members of the team particularly paid media
- Promote and maintain high standards for content across the organisation, developing guidance and training for colleagues
- Commission range of content formats, responding to the needs of the audience
- Translate complex information into clear and engaging digital content for maximum impact
- Copywriting/content creation for campaigns, corporate announcements and trending topics
- Use data and evidence from multiple sources to review content, assess its impact and effectiveness, using this to inform future content development
- Build excellent relationships across teams and specialisms.

Key responsibilities:

1. Responsible for leading the development and delivery of the content strategy
 2. Commissioning a range of content to deliver against the content strategy, ensuring that this follows appropriate brand guidelines
 3. Use a range of data points to inform the development of content strategy and delivery
 4. Monitor and evaluation the performance and impact of content to generate insights and optimise content accordingly
 5. Ensure the integrity of our content strategy, and coherence with GambleAware's strategic objectives
 6. Undertake any other tasks as reasonably directed by your line manager.
 7. Demonstrate a commitment to diversity, inclusivity and equal opportunity in working with colleagues and stakeholders with a wide range of perspectives and experiences.
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8. Adhere to GambleAware policies and procedures.
9. Be a good team worker, demonstrating loyalty and commitment to the organisation and team members.

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"> • Take a wide view, successfully achieving common goals with organisations that have different priorities. • Work collaboratively with end users or delivery partners to manage, monitor and deliver against service level agreements. • Drive a performance culture within own area and support and encourage a focus on performance and priorities. |
| Difference Makers | <ul style="list-style-type: none"> • Inspire colleagues and delivery partners to engage fully with the long-term vision and purpose, supporting them to make sense of change. • Encourage contributions and involvement from a broad and diverse range of staff by being visible and accessible. |
| Game Changers | <ul style="list-style-type: none"> • Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies. |

Person Specification

| | Essential | Desirable |
|-----------------------------------|---|--|
| Knowledge & experience | <ul style="list-style-type: none"> • Experience of development of content strategy • Delivery of a range of content formats, including via commissioning third party suppliers • Demonstrate a good understanding of accessibility and usability issues. Create content that meets accessibility requirements. • Edit, revise and optimise copy and content according to latest SEO best practice, for use/re-use in digital channels. • Demonstrate strong written communication skills and a key eye for detail - experience of using style guides would be welcomed. Provide advice and guidance to colleagues on writing clearly for target audiences. • An ability to make complex information simple • A passion for accessible and inclusive content • Experience of using customer insight to regularly evaluate and improve work • Awareness of agile methodologies, particularly in relation to content improvement | <ul style="list-style-type: none"> • Good understanding of the public health landscape. |
| Skills & abilities | <ul style="list-style-type: none"> • Ability to negotiate and influence others in a positive manner and confidence to deal with different priorities and differing views. • Ability to manage expectations. • Ability to prepare and present reports to Committee management teams. • Diplomacy and ability to deal with difficult situations. • Ability to work in a pressured environment and work to deadlines. • A keen interest in learning and developing your skills • Excellent communication skills, with the ability to communicate effectively with a variety of audiences in a variety of ways. • Strong delivery focus, with the ability to drive progress forward and a concern for results and achieving goals. • Excellent collaborative skills, with the confidence to challenge assumptions and advocate for our users • Sets high standards of performance and seeks to improve previous performance levels. • Required to work on own initiative. • Be flexible during times of change. | |
| Qualifications | <ul style="list-style-type: none"> • Relevant formal qualification or qualified by experience | |
| General | <ul style="list-style-type: none"> • 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 • Must be prepared to travel and attend meetings and training as required, which may involve occasional overnight stays • A willingness to undertake a variety of tasks appropriate to the function, regardless of the associated level of seniority • Eligible to work in the UK. | <ul style="list-style-type: none"> • Keeping up to date with Charity Commission guidance. |

How to Apply

Key Dates

Closing date for applications is 9am on Monday 30th January 2023.

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

How to apply

In order 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

