

GambleAware

NGSN Digital Manager

(FTC to 31 March 2026)

Application pack

Job description

Role title:	NGSN Digital Manager
Accountable to:	Head of Digital Product
Status:	Fixed Term (to 31 March 2026). We are happy to discuss secondment options.
Hours:	Full Time (35 hours per week). We are happy to discuss flexible working options
Location:	Hybrid, minimum 40% office based, Central London
Salary:	£46,305 - £54,022 depending on experience (+ £3,150 London weighting where applicable) (pro-rata)

Role purpose

This is an exciting opportunity to work with a creative and vibrant award-winning communications team at the heart of a charity. Working to the Head of Digital Product, you'll be responsible for the successful development and delivery of digital communications and making improvements to the digital user journey across the National Gambling Support Network (NGSN). This includes the development of assets, content, tone of voice and considering the user needs and pain points around accessing the NGSN across the digital estate, all focussed on ensuring that the Network is seen as experts in this space.

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 key stakeholders to create engaging, accessible and accurate content in a range of different formats, to meet the diverse needs of users.

Key accountabilities

- Develop, in partnership with key representatives across GambleAware and the NGSN, the annual digital plan across the NGSN owned channels including website, social channels and newsletters.
- Work in collaboration with Communications and System Commissioning colleagues across GA and the NGSN to ensure all digital activity is integrated and aligns with the wider GambleAware and NGSN strategy.
- Build, maintain and populate content calendar for owned channels.
- Promote and maintain high standards for content across the Network, 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 and content creation for campaigns, corporate announcements and trending topics.
- Caretake the user journey across our website and beyond to the National Gambling Support Network, ensuring users have a smooth transition to their next point in the network.
- Use data and evidence from multiple sources to review content and digital performance, assess its impact and effectiveness, using this to inform future content development.
- Provide updates to the internal GA team and wider provider group on NGSN comms activity to ensure plans are integrated, insight led and delivered to agreed timescales.

GambleAware

- Accountable for identifying proactive digital opportunities and plans to promote the NGSN at a national and regional level.
- Effectively manage, build strong relationships with and work with the digital and communications leads across the provider network.
- Regularly report to the NGSN Comms Working Group, NGSN Digital Working Group and NGSN Transition Board as needed, as well as GambleAware's Chief Communications and Chief Commissioning Officers.

Key responsibilities

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

Key Contacts

- Content Manager at GambleAware
- NGSN Commissioner at GambleAware
- NGSN Support provider colleagues

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 level below.

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

Brilliant Basics	<ul style="list-style-type: none">• Define and integrate clear structures, systems and resources required across the organisation to promote efficient delivery.• Drive a performance culture across the organisation and achieve results through others, resolutely holding them accountable for outcomes.• Encourage, support and coach individuals and teams across the organisation to energise delivery.
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| Difference Makers | <ul style="list-style-type: none">• Be highly articulate and credible at the most senior levels across and outside the sector, consistently delivering inspiring, engaging and meaningful messages about the future direction.• Negotiate with and influence external partners, stakeholders and customers successfully at the highest levels. |
| Game Changers | <ul style="list-style-type: none">• Create clear joined up long-term strategies focused on adding value to society and making real, lasting change to population health. |
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Person specification

	Essential	Desirable
Knowledge & experience	<ul style="list-style-type: none"> • Experience of developing digital and content strategies and plans. • Experience working across a range of digital touchpoints. • The development and delivery of content across a wide range of formats. • Working in close collaboration with a wide range of stakeholders. • Understanding and experience of developing and implementing clear user journeys. • Utilising data to understand performance and optimise activity. • Building capacity around digital delivery and content. 	<ul style="list-style-type: none"> • Knowledge of the mental health or wellbeing area and experience of working with sensitive material
Skills & abilities	<ul style="list-style-type: none"> • Copywriting, copy editing, proof reading and English language. • Ability to connect and engage with partners and other key stakeholders to work together to deliver shared objectives. • Ability to manage expectations. • Ability to create compelling written materials. • Diplomacy and ability to deal with difficult situations. • Ability to work in a pressured environment and work to deadlines. • Excellent communication skills, with the ability to communicate effectively with a variety of audiences in a variety of ways. • Required to work on own initiative. • Be flexible during times of change. 	<ul style="list-style-type: none"> • Experience using a content management system for digital platforms.
Qualifications	<ul style="list-style-type: none"> • Experience or degree in related subject. 	<ul style="list-style-type: none"> • Digital, marketing and/or communications qualification or equivalent.
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. • Eligible to work in the UK 	<ul style="list-style-type: none"> • Keeping up to date with Charity Commission guidance • Must be prepared to travel and attend meetings and training as required, which may involve occasional overnight stays

This job description does not form part of the contract of employment and may be subject to change.

How to apply

Key dates

Closing date for applications is **9am on Tuesday 25th June 2024**. Successful candidates will be invited to attend a panel interview in the week starting 8th July. **We reserve the right to close the post and interview ahead of the closing date if & when we receive enough high calibre applications.** Therefore, if you are interested, please submit your application as early as possible.

How to apply

Applicants must be eligible to work in the UK. To apply, please submit a comprehensive CV along with a cover letter to recruit@gambleaware.org Your cover letter should highlight your relevant skills, knowledge, and experience, and outline the approach you would take for this 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 is not mandatory but 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.

Adjustments

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 We also welcome any comments or suggestions about improving access to our application processes.

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 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.

About GambleAware

GambleAware is the leading independent charity and strategic commissioner working to keep people safe from gambling harms.

We are the leading strategic commissioner of gambling harm education, prevention, early intervention, and treatment across Great Britain. We work in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other mental health services. We operate across four key areas by:

- Providing support, advice, and tools to help people make informed decisions about gambling. We help people understand and recognise the risks of gambling, and direct them to more information, help and support, should they need it.
- Commissioning the National Gambling Support Network (NGSN), a group of organisations across Great Britain which provides free, confidential treatment, as well as the National Gambling Helpline which takes around 52,000 calls and online chats a year.
- Commissioning research and evaluation to increase our knowledge and understanding of what works in the prevention of harm.
- Producing public health campaigns on a national scale and providing practical support to local services and partners.

If you're worried about how gambling makes you feel, we can help. For free and confidential advice, tools and support, search GambleAware or contact the National Gambling Helpline, available 24/7, on 0808 8020 133.

Our independence

As an independent charity, GambleAware has an extremely robust system of governance processes in place, is accountable to the Charity Commission, and works to hold the gambling industry to account. Members of our independent Board of trustees are leaders within the NHS and public health sector and have no connection to the gambling industry. We work closely with DCMS, DHSC, OHID and the Gambling Commission, who all recognise our integrity and independence. The gambling industry has absolutely no input, influence or authority over any of our activity.

Governance

We have robust governance processes to guarantee our independence from the gambling industry. Our Board of Trustees have extensive public health and NHS backgrounds and are selected based on their expertise to support the commissioning of best practice national prevention, education, treatment and support services. GambleAware is committed to the Charity Governance Code, which includes a priority to be transparent and accountable and regular communication with the Advisory Board for Safer Gambling. GambleAware's Board of trustees is chaired by Baroness Kate Lampard CBE, former lead non-executive director on the Department of Health & Social Care Board and a trustee of the Esmée Fairbairn Foundation. Other trustees have extensive public health and NHS experience.

Funding

GambleAware has long called for the introduction of a statutory levy on the gambling industry and was delighted to see a levy included in the Gambling White Paper. A levy will enable proper funding oversight, avoid duplication of work and provide a sustainable, transparent and long-term funding model to ensure the successful delivery of the research, treatment and prevention services needed to prevent and treat gambling harms.

Gambling is a serious public health issue and having greater accountability and a government led National Strategy to prevent gambling harm, which is supported by sustainable funding, means all operators can be held accountable. The new statutory levy will give certainty and stability to commissioners like GambleAware, as well as service providers, to make long-term commitments to meet population needs. It will also ensure further separation between the industry and research, education and treatment. Sustainable funding will enable us and those working to reduce gambling harm to increase access to early interventions, expand the number of local systems who can act to prevent gambling harm and develop a commissioning plan which is specifically targeted at help young people and children.

Our guiding principles:

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.

We are all here to make a difference...
<ul style="list-style-type: none">• We start from the perspective of people at risk of gambling harms• We ask what impact we can have• We are bold enough to set the agenda and lead the way• We persevere until we reach our goals• We do things that leave a legacy.
...by working with curiosity and innovation...
<ul style="list-style-type: none">• We strive for new ways to solve problems• We share learning, insights and expertise• We are willing to take risks or go out of our comfort zone• We ask questions and welcome constructive challenge• We learn from our successes and failures.
...and pulling together as one team.
<ul style="list-style-type: none">• We value everyone's talent and perspective• We ensure everyone feels welcome and can be themselves• We collaborate to deliver the best outcomes• We go out of our way to help each other• We celebrate everyone's success together.

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, increasing to 28 with length of service days plus public holidays and Christmas closure	Resilience Fund
Regular 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	Generous family friendly policies

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 quarterly staff surveys 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.

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GambleAware is the independent charity (Charity No. England & Wales 1093910, Scotland SC049433) and strategic commissioner of gambling harm education, prevention and treatment across Great Britain to keep people safe from gambling harms.

For further information please contact info@gambleaware.org