

Chief Communications Officer

Application pack

May 2021

Contents

About GambleAware3

Organisational Chart.....8

Life at GambleAware9

Job description..... 11

How to Apply 15

About GambleAware

GambleAware is an independent charity 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 framework agreement with the Gambling Commission to help deliver the National Strategy to Reduce Gambling Harms (April 2019) within the context of arrangements based on voluntary donations from the gambling industry. The Gambling Commission’s National Strategy recognises the significant negative impact gambling can have on health and wellbeing, relationships, family and society and as such considers it to be a major public health issue, requiring a clear strategy combining prevention and education, treatment and support.

Gambling operators licensed by the Gambling Commission are required to make annual financial donations to fund research, prevention, and treatment services. In June 2020, the Betting and Gaming Council announced that its (then) five largest members would contribute £100 million to GambleAware over four years. As a grant making charity, we are entering a new phase in our development as the profile of gambling increases. The recent launch of a new long-term strategy for the charity will position us as a key organisation in the gambling field and we are looking for a new Chief Communications Officer excited by the challenge.

Guided by an independent expert board of trustees, the majority of whom work in the health sector, we commission evidence-informed prevention and treatment services in partnership with expert organisations and agencies, including the NHS, public health agencies, local authorities and voluntary sector organisations. Trustees have established a robust and accountable system of governance processes and procedures that ensures the industry has no influence over the charity’s commissioning decisions, and we are fiercely independent.

Gambling in Great Britain

Over half of all adults in Great Britain participate in some form of gambling and for many, this is a leisure activity that does not cause any adverse problems. However, for some, gambling can cause negative effects on people’s health and wellbeing, including financial difficulties, relationship breakdowns and mental and physical health problems. Recent GambleAware commissioned research found that around 12% of adults across Great Britain may be experiencing some level of gambling harm

[\(<https://www.begambleaware.org/sites/default/files/2021->](https://www.begambleaware.org/sites/default/files/2021-)

[03/Annual_GB_Treatment_and_Support_Survey_2020_report_%28FINAL%29_26.03.21.pdf](#)), while just over 2% are considered to be 'problem gamblers'. Evidence suggests all types of individuals can experience gambling harm, but certain communities can be disproportionately affected.

The World Health Organization (WHO) classifies gambling disorder as an addictive behaviour whereby the pattern of gambling behaviour results in significant distress or impairment. However, the annual GB Treatment and Support survey found that more than one in three people with a gambling disorder do not have access to any treatment or support. Possible barriers to accessing such services include a lack of awareness of available services, social stigma, and a reluctance to admit experiencing gambling harm. It also evident that Covid-19 has only served to exacerbate health and social inequalities.

Approximately 350,000 (11%) 11 – 16-year-olds are reported as having spent their own money on gambling in the last week. This rate is lower than for young people drinking alcohol (16%), but higher than for those using e-cigarettes (7%), smoking tobacco cigarettes (6%) or taking illegal drugs (5%). Overall, 1.7% of 11 – 16-year-olds are classified as 'problem gamblers' and a further 2.7% are 'at risk'.

Referred to as the 'hidden addiction', the outward signs of gambling disorder often go unnoticed by family and friends, and are also largely 'hidden' from policymakers, health & advice professionals. And whilst alcohol and drug addiction have been recognised as public health challenges, yet gambling has not been included within the same lexicon.

Our Approach

Reducing gambling harms requires a prevention approach to be considered through a population health lens. This describes a way of thinking about health that includes the whole range of determinants of health and wellbeing and should be simultaneously delivered via three levels of prevention:

- **Primary or Universal** – aimed at the whole population to promote a safer environment
- **Secondary or Selective** – aimed at groups with a prevalence of suffering gambling harms
- **Tertiary or Indicated** – aimed at individuals suffering gambling disorder

Effective prevention of gambling harms requires a coherent and co-ordinated 'whole systems approach' involving partnership with the NHS, public health agencies, local authorities, and voluntary sector organisations. This ensures appropriate referral routes and care pathways are in place for individuals in need of support, including treatment, to receive the right intervention at the right time.

The value of this collaborative approach is acknowledged in the NHS Mental Health Implementation Plan 2019-24, in which we are recognised as an NHS England partner in relation to the NHS commitment to opening 15 specialist problem gambling clinics in the next five years. In Scotland and Wales, we are undertaking similar discussions with the NHS.

In order to meet the challenge and get to where GambleAware would like to be in five years, the charity has established a new vision of a **society where everyone is safe from gambling harms**. In order to help achieve this, all work will be underpinned by the four key commissioning objectives:

- Increase awareness and understanding of gambling harms.
- Increase access to services and reduce gambling harm inequalities.

- Build capacity amongst healthcare professionals, social prescribers, debt advisers, faith leaders, community services and others so they are better equipped to respond to gambling harms.
- Deliver effective leadership of the commissioning landscape to improve the coherence, accessibility, diversity and effectiveness of the National Gambling Treatment Service.

Three Key Areas of Work

- **Commissioning the National Gambling Treatment Service**

We are a commissioner of integrated prevention, education, and treatment services on a national scale, with over £40 million of grant funding under active management. In partnership with gambling treatment providers, we have spent several years methodically building structures for commissioning a coherent system of brief intervention and treatment services, with clearly defined care pathways and established referral routes to and from the NHS – a National Gambling Treatment Service.

The National Gambling Treatment Service brings together a National Gambling Helpline, www.begambleaware.org and a network of locally based providers across Great Britain that works with partner agencies and people with lived experience to design and deliver a system, which meets the needs of individuals. This system delivers a range of treatment services, including brief intervention, counselling (delivered either face-to-face or online), residential programmes and psychiatrist led care.

- **Public health campaigns and practical support to local services**

We produce public health campaigns on a national scale to support local services and to lead on awareness and behaviour change campaigns such as Bet Regret – the preventative public health campaign aimed at encouraging regular sports bettors to think twice about gambling when drunk, bored or chasing losses.

In March 2020, we launched a new campaign to raise awareness of the National Gambling Treatment Service. We have published a ‘brief intervention guide’ and an ‘e-Learning’ package for professionals who are non-specialists in the treatment of gambling disorder, and we are currently working with the Personal Finance Research Centre at the University of Bristol to produce resources that focus on preventing gambling disorder across the financial sector.

We have commissioned Fast Forward to make it possible for every young person in Scotland to have access to gambling education and prevention opportunities.

- **Commissioning research and evaluation to improve knowledge of what works in prevention**

We use best-practice aspects of commissioning, such as needs assessment, service planning and outcome reporting to support effective, evidence-informed, high-quality gambling harms support services. Underpinning this is a commitment to monitoring and evaluating services to ensure ongoing and continuous quality improvement of the grant-funding process.

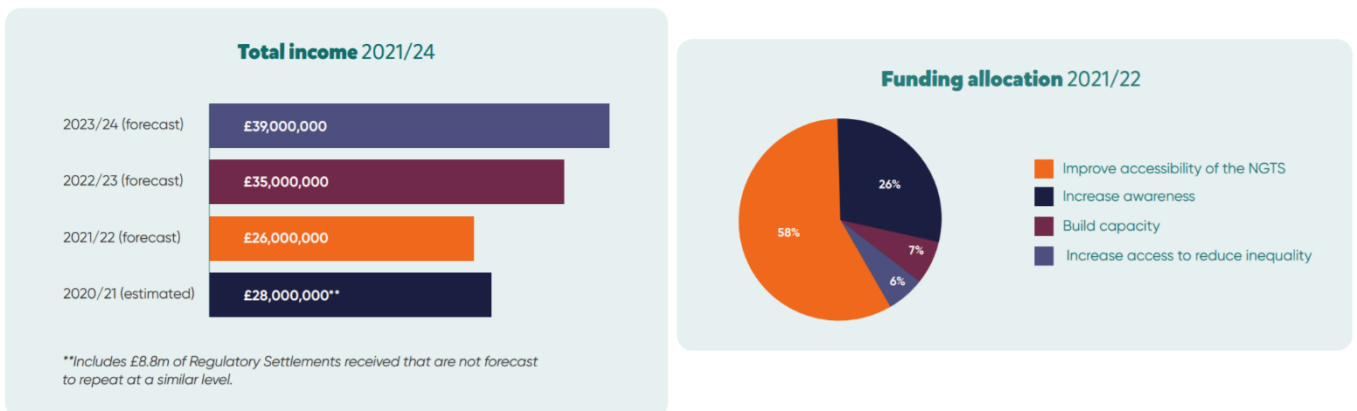
We have focused on generating the ‘what works for whom’ evidence to support and inform education and early intervention approaches and tools, and treatment & support service design and commissioning. All our research is commissioned, monitored, and reviewed on an independent basis. Approved by the National Institute for Health Research (NIHR) as an NIHR non-commercial partner, we follow Research Council Policy regarding research ethics, encouraging and funding open access publication in academic journals and data reuse.

Working with Government

We work co-operatively across Government in the following ways:

- We are a member of a joint-working group co-chaired by the Department of Digital, Culture, Media and Sport (DCMS) and the Department of Health & Social Care (DHSC)
- We are a member of the National Suicide Prevention Strategy Advisory Group
- We collaborate with the Ministry of Defence in relation to gambling as a health issue for serving military, veterans and their families.
- We have established Advisory Boards in Wales and Scotland to help guide our future commissioning plans in those nations.

Our Finances



The Future

The recent pledge of up to £100 million from the largest gambling companies together with the voluntary donations of the rest of the gambling industry will enable us to continue to work in partnership with the NHS, public health agencies, local authorities and voluntary sector organisations across England, Scotland and Wales to further develop the National Gambling Treatment Service. In April 2021, GambleAware published a new five-year strategy outlining a new vision of a society where everyone is safe from gambling harms. As part of the commitment to deliver and meet this vision, GambleAware has set out four 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 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 harms. We will take a collaborative approach working with a diversity of communities to ensure that support, services, treatment and pathways to these services are accessible and effective.
- Deliver best-in-class commissioning with a 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.

GambleAware has just published its new five-year strategy which can be found [here](#), with four defining commissioning objectives at its core:

- developing awareness and understanding of gambling harms;
- increasing access to services and reduce gambling harm inequalities;
- building capacity among health and community services to respond better to gambling harms;
- improving the coherence, accessibility, diversity, and effectiveness of the National Gambling Treatment Service

Against these, GambleAware is committed to more than 40 programmes of work, across research, evaluation, education and treatment to achieve its vision of a society safe from gambling harm. Activities include delivering improvements to the National Gambling Treatment Service and collaborating with providers to establish clear treatment pathways. Other programmes are the co-commissioning of place-based hubs; training programmes for faith leaders and debt advisors; new youth education hubs; a targeted women's prevention campaign; and research programmes to build knowledge of the lived experience of gambling harms amongst women and minority communities.

Trustees

We have a very committed and engaged Board of Trustees who come together using their collective expertise, experience and knowledge. Trustees have robust and transparent governance arrangements including ensuring that the Board is wholly independent of the gambling industry. The expertise and independence of Trustees is key to our role in the commissioning of national prevention, education, treatment and support services and our governance processes ensure that the industry has no influence over any commissioning decisions. The Board of Trustees is as follows:

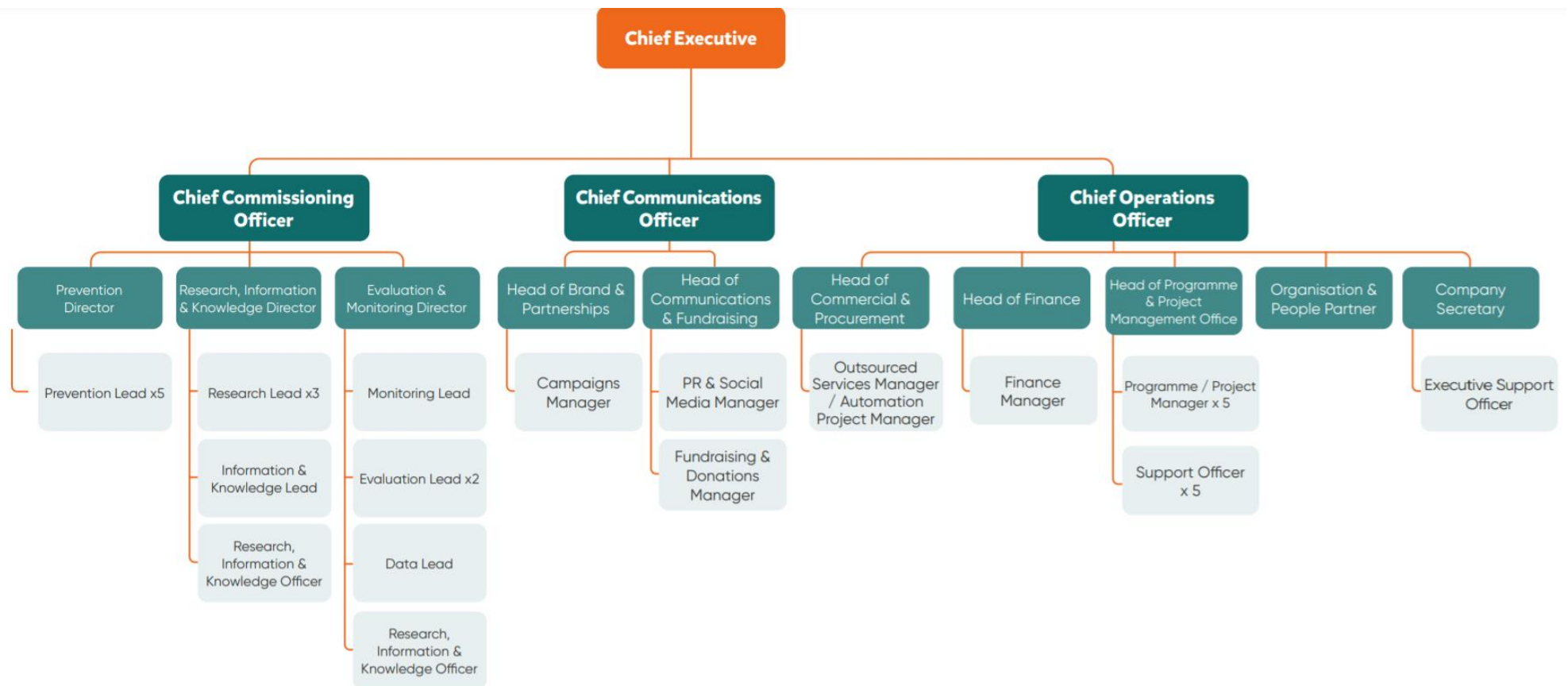
- **Kate Lampard CBE** – Chair of GambleAware and lead non-executive director on the Department of Health & Social Care Board and Trustee of the Esmée Fairbairn Foundation
- **Saffron Cordery** – Director of Policy and Strategy and Deputy Chief Executive, NHS Providers
- **Professor Siân Griffiths OBE** – Deputy Chair of GambleAware and Chair of the Global Health Committee & Associate Non-Executive member of the Board of Public Health England (PHE)
- **Michelle Highman** – Chief Executive, The Money Charity
- **Professor Anthony Kessel** – Clinical Director at NHS England and NHS Improvement; Honorary Professor & Co-ordinator of the International Programme for Ethics, Public Health & Human Rights at the London School of Hygiene & Tropical Medicine
- **Rachel Pearce** – Regional Director Commissioning at NHS England South West
- **Paul Simpson** – Chief Finance Officer/Deputy Chief Executive, Surrey & Sussex Healthcare NHS Trust
- **Professor Marcantonio Spada** – Professor of Addictive Behaviours and Mental Health at London South Bank University

Links

- [Charity Commission Annual Report 2019/20](#)
- [Strategy 2016-2021](#)
- [Bet Regret Campaign](#)
- [Safer Gambling Campaign](#)
- [National Gambling Treatment Service Campaign](#)

Organisational Chart

In order to deliver the new organisational strategy, there is a need to increase capacity, improve capabilities and introduce a new structure to meet and deliver the detail of the various workstreams, including more than 40 new commissioning projects. The below matrix has been developed to define new leadership and management changes required for the new structure to work and provide a detailed competency framework to improve effectiveness and quality output.



Life at GambleAware

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.

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

About our culture

The basis of the culture at GambleAware is to help the charity meet its purpose and vision of a society safe from gambling harms. We do this by providing more effective opportunities to all staff and facilitate collaboration to ensure the effective delivery of our commissioned work.

GambleAware should be seen as pioneers and thought leaders when it comes to understanding and reducing gambling harms. To help us achieve this, we encourage all teams to have a range of skills at their disposal and

actively promote collaboration both within the organisation and externally. We also facilitate strong peer-to-peer support across teams and encourage coaching from line managers, as well as regular monitoring and feedback across the organisation.

We are a small organisation, and our culture reflects this, while still maintaining the right amount of controls and processes to ensure the successful delivery and evaluation of work. This way of working means that, as an organisation, we can remain flexible and adapt to new emerging needs in an ever-changing environment.

Line managers are also equipped with the tools and techniques to enable high-performing teams that deliver great results. There is a strong focus on coaching and mentoring, with strength-based feedback which is delivered alongside the competency framework.

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:	Chief Communications Officer
Accountable to:	Chief Executive
Accountable for:	GambleAware and BeGambleAware Communications
Location:	Flexible with regular travel to the Head Office

Role Purpose

To lead and drive 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 and prevention services, to keep people safe from gambling harms throughout Great Britain in accordance with the organisation's four commissioning objectives:

1. Ensure that gambling harms are clearly understood.
2. Collaborate to deliver a whole system approach to prevent gambling harms.
3. Enable people to access the advice, support and treatment they need.
4. Build and disseminate evidence-based learning and knowledge.

The Chief Communications Officer role will contribute to achieving the organisation's strategic priorities:

- Accelerate engagement and awareness by 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.

Key accountabilities:

1. To act as a key member of GambleAware's leadership team, sharing responsibility for the organisation's overall performance and development and contributing to the setting of overall strategy and objectives.
 2. Accountable for all communication activities for external and internal audiences, promoting GambleAware to increase the awareness and support to ultimately reduce gambling harms.
-

3. Build strong and collaborative relationships with the Board, Chief Executive and Director-level senior responsible owners of major programmes / projects (in both GambleAware and its delivery organisations).
4. Increase GambleAware's profile through appropriate communication channels, to support and promote the range of prevention services, research, and evaluation programmes that it commissions,
5. Build GA's thought leadership and promote impact stories arising from its commissioning activity.
6. Develop and promote improved relations between GambleAware and stakeholders' groups through a variety of communication and engagement activities.
7. 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.
8. Develop and implement a comprehensive engagement strategy based on the different requirements of various key parties, including gambling operators, policy makers, treatment providers, research academics and the Gambling Commission.
9. Provide robust media and policy 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.
10. Mature GambleAware's digital presence, ensuring search engine optimisation, growth in social media and responsiveness.
11. Develop a position of confidence and authority for GambleAware, and positively influence coverage in national, regional and trade media.
12. Promote and protect the BeGambleAware brand and lead on all prevention and treatment awareness campaign activity including the promotion of the National Gambling Treatment Service (NGTS).
13. 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.
14. Manage and develop 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.
15. Play a significant role in guiding GambleAware's strategic direction by involvement in organisational leadership and forging strong working relationship with all colleagues.
16. Support the work of colleagues in building relationships with local, regional and national partners, funders, regulatory bodies and policy makers.
17. Ensure appropriate account management for all donors and grow long term funding / donations.

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. 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.
 3. For all marketing and / or communications activities.
 4. Dissemination of information on key commissioning and research, data and evaluation programmes / projects to relevant stakeholders.
-

5. Continually drive the colleague engagement scores through internal communications.
6. Effective line management and team management creating a high performing team culture.
7. Coaching and mentoring of colleagues across the organisation.
8. Adhere to GambleAware policies and procedures.
9. Be a good team worker, demonstrating loyalty and commitment to the organisation and team members.
10. Undertake any other tasks as reasonably directed by your line manager.
11. Must be prepared to travel and attend meetings and training as required, which may involve occasional overnight stays.

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"> • Role model strong leadership, influence and accountability for the achievement of commissioning and commercial outcomes relevant to organisational goals. • 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.
Difference Makers	<ul style="list-style-type: none"> • Negotiate with and influence external partners, stakeholders and customers successfully at the highest levels. • Drive a diverse and collaborative working culture which encourages transparency and open communication.
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.

Person Specification

	Essential	Desirable
Knowledge and experience	<ul style="list-style-type: none"> • Experience of operating at board level. • Knowledge of current issues in gambling harms. • Experience in marketing, communications and partnerships. • Experience of developing long term collaborative links between different groups at regional and national level and leading and influencing networks. • Has substantial management experience including people and budget management and the ability to plan, implement and monitor long term strategies for marketing development with significant impact. 	<ul style="list-style-type: none"> • Non-profit sector experience. • Knowledge of the British gambling industry and the regulatory and legislative environment. • Lobbying experience.
Skills and abilities	<ul style="list-style-type: none"> • High Level oral and written communication skills. • High level negotiation and influencing skills. • Excellent presentation skills. • Effective interpersonal skills, to present clear accurate and concise reports to strategic audiences. • High analytical capacity to produce meaningful information. • Credibility and gravitas at all levels with high integrity. 	<ul style="list-style-type: none"> • Significant emotional intelligence.
Qualifications	<ul style="list-style-type: none"> • A relevant degree or equivalent qualification and/or experience 	<ul style="list-style-type: none"> • CIM qualified
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. 	<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 28th June 2021.

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

How to apply

Please go to

<https://starfishsearch.com/jobs/gambleaware-chief-communications-officer/> and click on the Apply Now button, submitting a CV and covering letter.

Your cover letter should set out your interest in the role and encapsulate the aspects of your experience relevant to the required criteria.

Equal opportunities

All candidates are also requested to complete an Equal Opportunities Monitoring Form. This should be submitted with the application.

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 parna.taylor@starfishsearch.com.

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 parna.taylor@starfishsearch.com 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.

Chief Communications Officer

Application pack

Published by GambleAware May 2021

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

