

Job Profile	
<b>JOB TITLE: Head of Marketing, Brand and Digital Engagement</b>	<b>REPORTS TO: Director of Marketing, Engagement, and Brand</b>
<p><b>JOB PURPOSE:</b> As Head of Marketing, Brand and Digital Engagement, you will lead GamCare's marketing and brand strategy to strengthen our position as the UK's leading provider of gambling harm support and treatment. You'll develop integrated digital and traditional marketing and brand initiatives that enhance GamCare's reputation, drive service awareness, and help more people access the support they need. Leading a talented team, you'll ensure our marketing and brand activities directly support clinical services and deliver measurable impact across channels. As a key member of GamCare's Leadership Team, you'll help deliver against GamCare's organisational strategy and collaborate across departments to deliver marketing and brand excellence.</p>	
<ul style="list-style-type: none"> <li>Strategic leadership of a team of marketing, brand, and digital engagement professionals with responsibility for demonstrable return on investment across a marcomms budget allocation (up to £1m)</li> <li>Responsibility for developing and implementing GamCare's brand refresh, ensuring consistent brand architecture, governance and strategic alignment, including across digital platforms and customer journeys</li> <li>Overseeing strategic marketing of GamCare's digital presence from a marketing and brand perspective, ensuring platforms effectively engage target audiences and deliver compelling, accessible content.</li> <li>Strategic development and delivery of integrated marketing campaigns across digital and traditional channels, with emphasis on driving service demand, and delivering measurable return on marketing investment</li> <li>Responsible for achieving measurable improvements in: marketing effectiveness, digital engagement, brand health, service awareness and engagement, and Helpline and treatment recognition</li> </ul>	
<p><b>INTERNAL AND EXTERNAL CONTACTS:</b></p> <p><b>Internal</b></p> <ul style="list-style-type: none"> <li>Strategic customer of Clinical Operations, ensuring marketing strategies align with and support clinical delivery</li> <li>Advisor to Director of Marketing, Engagement, and Brand and ELT on marketing and brand strategy</li> <li>Operates as part of the Leadership Team of wider Heads of Department across the range of GamCare's services</li> <li>Works closely with the Head of Press, Partnerships, and Engagement to ensure marketing activities complement and support their work on press relations, partnerships, and stakeholder engagement</li> <li>Creates visible presence across all directorates, with focus on supporting Clinical Operations' objectives</li> <li>Performance reporting to the Policy, Communications and Digital Sub Committee of the Board</li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>GambleAware and core partners</li> <li>Marketing and branding specialists and consultants</li> <li>User experience and design professionals</li> <li>Market research and insight agencies</li> </ul>	
<p><b>OVERALL ACCOUNTABILITIES:</b></p> <p><b>Strategic Leadership</b></p> <ol style="list-style-type: none"> <li>Lead, develop and embed GamCare's integrated marketing, digital, and brand strategy, driving measurable outcomes. Work in close partnership with Clinical Operations to ensure accurate representation of services.</li> <li>Lead a brand review and refresh that enhances GamCare's market position and strengthens brand equity, with particular focus on increasing demand for GamCare's services across all channels.</li> <li>Drive strategic marketing initiatives that support digital transformation, ensuring online service delivery, customer journeys, and audience engagement are underpinned by compelling content and effective marketing strategies.</li> <li>Drive strategic marketing decisions at leadership level to support clinical outcomes and deliver value for money.</li> <li>Foster an inclusive leadership style that empowers innovation and collaboration to achieve GamCare's mission.</li> </ol> <p><b>Strategic planning and delivery</b></p> <ol style="list-style-type: none"> <li>Define and execute GamCare's brand architecture, incorporating brand governance and management that positions GamCare's National Gambling Helpline and treatment services effectively across all touchpoints.</li> </ol>	

2. Develop and implement advanced marketing effectiveness frameworks encompassing digital performance, brand tracking, and marketing mix modelling to optimise investment and demonstrate return on marketing investment.
3. Ensure that GamCare's digital platforms maximise audience engagement, service accessibility, and user experience through effective content and brand alignment
4. Champion marketing excellence across GamCare's strategic initiatives, ensuring marketing strategy supports clinical service delivery through sophisticated audience targeting and channel optimisation, online and offline.
5. Work with the Director of Marketing, Engagement, and Brand and Director of Clinical Operations to develop integrated, costed annual plans that align with clinical objectives and maximise treatment service accessibility.
6. Lead GamCare's digital engagement strategy, overseeing the development and optimisation of user journeys across all digital platforms to enhance service discovery and access.

## **Marketing and brand management**

1. Develop and implement integrated marketing campaigns that effectively communicate GamCare's services to diverse audiences, and establish performance frameworks that track and evaluate effectiveness
2. Develop and implement GamCare's brand strategy and guidelines, ensuring consistent application across all touchpoints including digital platforms, marketing materials, and service delivery.
3. Support digital transformation from a marketing and brand perspective, guiding optimisation of website and online tools to deliver engaging, accessible user experiences aligned with accessibility and clinical objectives.
4. Lead market research initiatives to understand target audience needs, preferences, and barriers to engaging with gambling harm support services.
5. Champion data-driven decision making and user experience approaches across all platforms, implementing robust analytics frameworks to continually improve marketing performance.
6. Work with technology partners to ensure GamCare's digital marketing platforms remain innovative, secure and effective while delivering value for money.

## **Collaboration and engagement**

1. Embed marketing and digital excellence principles, establishing a framework for capability building/best practice.
2. Work collaboratively with the Head of Press, Partnerships, and Engagement to ensure marketing activities align with and support media relations, partnership development, and stakeholder engagement strategies.
3. Lead strategic marketing partnerships that enhance brand equity while aligning with clinical objectives.
4. Support wider strategic priorities through close collaboration with Clinical Operations, ensuring marketing and digital initiatives directly support service delivery.

## **Person Specification – Essential Criteria**

### **Essential qualifications**

- Advanced degree in Marketing, e.g. post-grad strategic marketing qualification/MBA with marketing specialism, or demonstrable relevant experience with a commitment to continuous professional development
- Educated to degree level or equivalent level of experience, preferably in marketing or communications

### **Experience**

- Significant marketing and brand management experience
- Senior management experience in marketing and brand management with digital expertise
- Demonstrable experience of delivering digital engagement strategies
- Track record of developing and delivering integrated marketing strategies that have measurable impact
- Demonstrable experience of setting and delivering strategic priorities with senior internal and external buy-in
- Experience in website management, user experience optimisation and customer journey mapping
- Demonstrable experience of setting clear business plans and managing budgets against those plans
- Successful management experience, motivating staff, setting objectives, and supporting development
- Proven record of managing brand architecture and governance, digital platforms, and marketing campaigns
- Expertise in marketing mix modelling and attribution analysis and managing significant marketing budgets (£1M+)

**Skills**

- Advanced marketing analytics, with expertise in effectiveness measurement and brand tracking methodologies
- Strategic brand architecture development and advanced segmentation/targeting capabilities
- Strong digital skills including SEO, content marketing, email marketing, and online audience engagement
- Experience in digital platform optimisation with a focus on user experience and conversion
- Strong marketing planning and budget optimisation experience, including departmental budget management
- Expert at crafting agency briefs and managing agency relationships effectively
- Demonstratable ability to inspire teams with positive, authentic leadership building trust and encouraging growth
- Strong proactive approach in dynamic, solutions-focused environments
- Commitment to continuous personal and professional development

**Circumstances**

- Able to attend the London office a minimum of 3 days per week\*
- Able to travel across the UK occasionally to include overnight stays to attend or manage meetings or events
- Able to attend meetings and events outside of normal working hours if required
- Able to travel to a number of locations and to attend meetings (outside normal working hours).

**To be noted:** This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.

\* GamCare will consider any requests for flexible working in line with its policy