

## Job Profile

**JOB TITLE:**

Digital Communications Manager –  
(Programmes/TalkBanStop)

**REPORTS TO:**

Head of Digital Engagement

**JOB PURPOSE:**

This will support the Head of Digital Engagement to develop and implement a digital communications strategy across GamCare's web, social media and email channels ensuring that the needs of people experiencing gambling-related harm are at the heart of our work. The postholder will lead the delivery and co-ordination of GamCare's digital communications across training and engagement programmes, and for our TalkBanStop partnership.

The postholder will work collaboratively with colleagues who lead on various areas of work which require digital comms input, which could include supporting our training and engagement programmes, our Money Guidance and Youth programmes; or raising awareness of the support to those affected by gambling harm.

**DIMENSIONS:**

- Direct Reports: Up to 2 x Digital Communications Officers
- KPIs: Brand synergy for GamCare and National Gambling Support Network (a group of organisations who provide **support** for anyone who's experiencing problems from gambling) s necessary across the digital landscape; Increase the quality and consistency of reporting on web and social media targets; Increase our audiences for e-newsletters and webinars.

**INTERNAL AND EXTERNAL CONTACTS:**

Internal: This includes, but not exclusive to; outreach and education teams, training programmes teams and our industry services team. Offer support to corporate functions like People and Organisational Development and Finance as needed.

External: Other members of the National Gambling Support Network, TalkBanStop partners – GAMSTOP and Gamban, Gambling Commission, third sector organisations, digital, analytics and creative agencies.

**OVERALL ACCOUNTABILITIES:**

- Support the Head of Digital Engagement in delivering against strategies and plans to create excellent digital content creation and engagement principles across GamCare, by developing partnerships with internal and external content stakeholders.
- Manage effective digital content for programmes across all channels, including website, social media, e-newsletters and video - for all of our areas of work and to a range of audiences.

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- Jointly responsible for leading on GamCare's digital reporting dashboards and interpreting analytics including measuring our digital engagement and output on a monthly and quarterly basis.
- Manage a wide range of digital communications projects, ensuring they are integrated with other comms activities and aligned with GamCare's communications strategy.
- Line manage members of the Digital Communications team, establishing regular check-ins, setting their objectives in line with the annual performance review process.
- Manage the digital comms planner and blog calendar, encouraging collaboration within the team, training users and planning/commissioning content to ensure they both run smoothly.
- Update Policy & Comms colleagues on all web and social media activity to inform our work; deliver and support with forward planning to ensure integrated approach to digital comms. This includes managing live tweeting and streaming during events/webinars throughout the year.
- Lead the creation of day to day content for GamCare, TalkBanStop and Big Deal websites to reflect GamCare's key strategic priorities and are kept up to date.
- Maintaining GamCare's brand guidelines and tone of voice across existing content, developing and leading training as necessary, and advising internal and external stakeholders on their use.

### **Person Specification – Essential Criteria**

- Previous experience of working in digital communications and/or a content creation team.
- Ability to work effectively and manage relationships with internal and external stakeholders, e.g., the wider leadership team, digital agencies and freelancers.
- Previous experience managing the online presence of an organisation/brand; including overseeing the scheduling, monitoring and analysis of posts using a social media marketing platform e.g., HootSuite or SproutSocial.
- Previous experience designing and sending e-newsletter templates, using an email marketing tool (e.g., MailChimp or Dot Digital) and utilising A/B testing, personalisation, and segmentation.
- Understanding of using audience insights from web, social, and email analytics to inform digital comms plans and campaigns.
- Previous experience drafting/publishing/editing web pages with basic HTML coding in WordPress, Drupal or other content management systems (CMS).
- Ability to manage/prioritise own workload, knowing when to check-in for guidance and ensuring accuracy and consistency of outputs.
- Experience developing creative content using a range of image and video editing software e.g. Canva, Adobe Creative Cloud.
- Ability to use online tools to manage projects and to do lists e.g., Trello/Planner.

### **Desirable**

- Line management experience.

### **Circumstances**

- Able to attend the London office regularly
- Able to travel across the UK occasionally to attend meetings or events
- Able to attend a limited number of meetings and events outside of normal working hours if required (for example conferences and parliamentary events)

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**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.

Date: