

Job Profile

JOB TITLE:

Online Service Manager

REPORTS TO:

Head of Helpline & Online Services

JOB PURPOSE:

The Online Service Manager is responsible for the leadership, performance, development and continuous improvement of GamCare's Online Services. The role ensures online support services are safe, accessible, responsive and effective for people affected by gambling harms.

As a member of the Helpline & Online Services Leadership Team, the post holder leads the development and delivery of online support channels including forums, chatrooms, email support, peer support, online appointments, self-guided tools and future digital support models.

The Online Service Manager works alongside the Senior Helpline Manager and Planning & Performance Manager to ensure Online Services are delivered as part of an integrated, multi-channel operating model. The role works with the User Experience Lead, Content Creator, Volunteer Coordinator, Planning & Performance function and Shift Leads to increase reach, improve user experience, align delivery to demand and strengthen the digital support offer.

The role leads Online Services workforce strategy, volunteer growth strategy, digital platform roadmap and online service development priorities, ensuring services remain sustainable, evidence-led and responsive to changing demand.

DIMENSIONS:

- Member of the Helpline & Online Services Leadership Team.
- Responsible for the leadership, performance and development of Online Services.
- Direct and indirect responsibility for online staff, volunteers and service delivery functions.
- Responsible for growth and development of online channels and digital support opportunities.
- Accountable for online service quality, safeguarding, performance and user experience.
- Leads online service development, volunteer growth and digital platform improvement activity.

INTERNAL AND EXTERNAL CONTACTS:

Internal

- Head of Helpline & Online Services and wider leadership teams.
- Senior Helpline Manager and Planning & Performance Manager as part of the integrated leadership model.
- Shift Leads, Online Advisers, volunteers and operational teams.
- User Experience Lead and Content Creator regarding content, digital journeys, platform development and feedback.
- Planning & Performance Team regarding workforce planning, performance reporting, demand, capacity and improvement.
- Volunteer Coordinator, Quality, Safeguarding, Governance, Digital, Data and Technology teams.

External

- Commissioners and funders regarding service performance and contractual outcomes.
- Technology suppliers and digital platform providers.
- Partner organisations and treatment providers.
- External agencies involved in safeguarding, risk management and support.
- Lived experience groups and service user representatives.

Overall accountabilities:

Service delivery, growth and performance

- Lead the delivery, performance and continuous improvement of Online Services, ensuring support remains safe, effective, accessible and responsive to service user needs.
- Drive growth across online channels by increasing engagement, improving user journeys, reducing barriers to access and identifying opportunities to reach new and underserved audiences.
- Monitor performance against commissioned KPIs, quality measures, service standards and operational targets, taking action where improvement is required.
- Lead the development and implementation of new digital services, platforms and methods of support, working collaboratively across the organisation.
- Ensure resources, rotas, volunteer capacity and operating models are aligned to service demand, activity trends and strategic priorities.

Leadership, workforce and volunteering

- Provide visible, supportive and values-led leadership to Online Services staff and volunteers, creating a culture of accountability, collaboration and continuous improvement.
- Lead workforce planning for Online Services, ensuring the right resource, volunteer capacity, skills and coverage to meet current and future demand.

- Work closely with the Volunteer Coordinator and Planning & Performance function to develop, expand and optimise volunteer contributions across forums, chatrooms, peer support, telephone support and other digital channels.
- Ensure volunteers are effectively recruited, inducted, supervised, supported and recognised, enabling them to deliver safe, high-quality services.
- Monitor workforce risks, recruitment needs, skills gaps, wellbeing concerns and capacity challenges, implementing appropriate actions and escalation where required.

Digital service development and user experience

- Lead the ongoing development of Online Services, ensuring service user experience, accessibility, inclusion and engagement remain central to decision making.
- Work with the User Experience Lead to maintain and deliver the Online Services roadmap, prioritising improvements based on insight, organisational priorities and service user need.
- Use operational data, user feedback, lived experience insight and performance trends to identify opportunities for service improvement and innovation.
- Work collaboratively with the Content Creator to ensure digital content supports engagement, navigation, self-help, service outcomes and organisational campaigns.
- Maintain oversight of platform performance, supplier relationships, digital developments and technology priorities, ensuring services remain fit for purpose and aligned to business needs.

Governance, quality and partnerships

- Ensure safeguarding, risk management, incident reporting, information governance and quality assurance processes are effectively implemented across all Online Services.
- Use learning from audits, complaints, safeguarding activity, incidents, contact reviews and service user feedback to drive quality improvement and service development.
- Ensure Online Services contribute to organisational governance structures, action plans, reporting requirements and continuous improvement programmes.
- Build and maintain effective relationships with commissioners, partners, suppliers and technology providers to support service delivery and development.
- Represent Online Services within organisational projects, strategic workstreams and external networks, contributing expertise, insight and innovation to service development and sector-wide discussions.

Person specification – essential criteria

- Experience of managing, supporting and developing staff and volunteers, including dispersed or shift-based teams, delivering support through digital, online or remote service channels.
- Knowledge of safeguarding, risk management and supporting vulnerable people through digital, online or remote services.
- Understanding of digital service delivery, user journeys, accessibility, online communities, platform management and service improvement.
- Experience of leading digital service development, platform implementation, service redesign or organisational change.
- Ability to analyse operational, engagement, quality and user experience data to inform decisions and drive improvement.
- Strong communication, influencing and stakeholder management skills, including the ability to work with internal teams, external partners, commissioners, suppliers and service users.
- Strong IT skills, including experience of using CRM systems, digital platforms and technology-enabled services.
- Experience managing service performance against KPIs, quality standards, contractual requirements or commissioner/funder expectations.
- Knowledge of safeguarding, risk management and supporting vulnerable people through digital, online or remote services.
- Experience using audit findings, complaints, incidents, safeguarding learning and feedback to support quality assurance and continuous improvement.
- Ability to provide visible, supportive and inclusive management, with sound judgement, resilience and confidence in managing risk and escalation.

Circumstances:

- Able to attend meetings, training, workshops and organisational events outside normal working hours if required.
- Builds and maintains effective working relationships with colleagues working across a range of shifts, locations and service areas, contributing to a positive, collaborative and integrated service culture.
- Ability to travel occasionally to GamCare offices, events, meetings and external stakeholder activities as required.

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.