

Job Profile	
<b>JOB TITLE: Marketing and Brand Manager</b>	<b>REPORTS TO: Head of Marketing, Brand and Digital Engagement</b>
<p><b>JOB PURPOSE:</b> As Marketing and Brand Manager at GamCare, you will be responsible for the day-to-day implementation of GamCare's marketing and brand strategy, ensuring consistent execution of initiatives that strengthen GamCare's position as the UK's leading provider of gambling harm support and treatment. You'll coordinate and deliver integrated digital and traditional marketing campaigns that enhance awareness of our services, drive engagement, and help more people access the support they need. You'll help to develop and execute GamCare's brand strategy, establishing and enforcing brand governance frameworks that maintain consistency across all service touchpoints, including clinical services. You'll work to ensure marketing activities directly support our clinical services through data-driven approaches and continuous optimisation. As a key member of the marketing team, you'll support the Head of Marketing and Brand in delivering against GamCare's organisational strategy and collaborate across departments to implement marketing and brand excellence in everything we do.</p>	
<p><b>Key responsibilities</b></p> <ul style="list-style-type: none"> <li>• Implementation of GamCare's brand guidelines and governance, ensuring consistent application across all channels and customer touchpoints</li> <li>• Working collaboratively with GamCare's Digital Marketing Manager and Digital Platforms Manager in their delivery of website content, social media, SEO, and email marketing to maximise reach and engagement</li> <li>• Coordination and execution of integrated marketing campaigns across digital and traditional channels, with focus on driving service demand and delivering measurable results</li> <li>• Responsible for tracking and reporting on key marketing metrics: campaign performance, digital engagement, brand consistency, service awareness, and helpline engagement</li> </ul>	
<p><b>INTERNAL AND EXTERNAL CONTACTS:</b></p> <p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Regular collaboration with Clinical Operations to ensure marketing represents and support service delivery</li> <li>• Work with cross-organisational colleagues on the implementation of digital marketing initiatives and website improvements</li> <li>• Support the Head of Marketing and Brand with reporting and strategy development</li> <li>• Regular engagement with the wider Marketing, Engagement and Brand team to ensure integrated approaches</li> <li>• Close coordination with the Press, Partnerships, and Engagement team to align marketing activities with wider communications</li> <li>• Regular contact with service delivery teams to gather insights and feedback for marketing improvements</li> <li>• Contribution to reporting for the Policy, Communications and Digital Sub Committee of the Board</li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>• Day-to-day liaison with GambleAware and partner organisations on collaborative marketing initiatives</li> <li>• Management of relationships with digital agencies and marketing suppliers</li> <li>• Coordination with design and creative agencies on campaign materials and brand assets</li> <li>• Supporting the Digital Platforms Manager as required in engaging with user experience researchers</li> <li>• Management of market research implementation and data collection</li> </ul>	
<p><b>OVERALL ACCOUNTABILITIES:</b></p> <p><b>Operational Management</b></p> <ol style="list-style-type: none"> <li>1. Implement and maintain GamCare's integrated marketing, digital, and brand strategy, ensuring consistent execution across all channels and touchpoints.</li> <li>2. Support the brand refresh process by implementing updated brand elements and ensuring consistent application across all marketing materials and digital platforms.</li> <li>3. Offering support, as required, to the Digital Marketing Manager in the enhancement of GamCare's online presence, optimise user journeys, and engagement with key audiences.</li> <li>4. Translate strategic marketing plans into actionable tactics and campaigns that deliver measurable results and</li> </ol>	

support clinical outcomes.

5. Foster a collaborative team environment that encourages creativity, accountability, and continuous improvement in marketing execution.

## **Campaign Planning and Delivery**

1. Implement GamCare's brand guidelines and governance processes, ensuring consistent application of brand elements across all digital and traditional touchpoints.
2. Apply marketing effectiveness metrics and analytics to optimise campaign performance and demonstrate return on marketing investment.
3. Execute marketing excellence across GamCare's initiatives through effective audience targeting, channel selection, and content development that supports clinical service delivery.
4. Support the Head of Marketing and Brand in developing annual marketing plans and budgets that align with clinical objectives and maximise treatment service accessibility.
5. Offering support, as required, to the Digital Platform Manager in their implementation of GamCare's digital engagement strategy, managing user journeys across all digital platforms to enhance service discovery and access.

## **Marketing and Brand Implementation**

1. Operational responsibility for GamCare's brand architecture, strategy and governance, ensuring consistent application of brand values, positioning and visual identity across all touchpoints, internal and external.
2. Supporting the Digital Platform Manager, as required, in the delivery of digital marketing activities, ensuring optimal user experiences that maximise service accessibility and support clinical objectives.
3. Coordinate market research activities to gather insights on target audience needs, preferences, and barriers to engaging with gambling harm support services.
4. Implement data-driven marketing approaches, managing analytics frameworks to track performance and identify opportunities for improvement.
5. Work with the Digital Marketing Manager to execute integrated marketing campaigns across digital and traditional channels that effectively communicate GamCare's services to diverse audiences.
6. Maintain comprehensive marketing performance tracking, collecting and analysing data to evaluate the effectiveness of all marketing activities against strategic objectives.
7. Manage strategic partnerships with marketing, technology and creative agencies to ensure GamCare's integrated marketing work supports clinical service objectives while delivering measurable return on marketing investment.
8. Implement innovative marketing tactics that effectively reach and engage individuals experiencing gambling harm, their families, and professional networks.

## **Collaboration and Coordination**

1. Effectively promote marketing and brand governance across the charity, supporting capability building and knowledge sharing.
2. Coordinate regularly with the Press, Partnerships, and Engagement teams to ensure aligned messaging and integrated communications approaches.
3. Manage marketing partnerships and supplier relationships to enhance campaign effectiveness while ensuring brand consistency and value for money.
4. Maintain close collaboration with Clinical Operations, ensuring marketing initiatives accurately represent and effectively support service delivery.

## **Person Specification – Essential Criteria**

### **Essential qualifications**

- Degree in Marketing, Communications, or related field, or equivalent through relevant experience
- Professional marketing qualification (e.g., CIM) desirable

### **Experience**

- Proven experience in marketing and brand management
- Experience managing marketing teams and coordinating campaign delivery
- Experience implementing digital marketing strategies
- Track record of delivering integrated, measurable, marketing campaigns across digital and traditional channels
- Experience implementing brand guidelines and maintaining brand consistency
- Demonstrable experience of managing marketing budgets and tracking campaign performance
- Successful management experience, with ability to motivate staff (this role does not, at present, have line management responsibilities)
- Experience managing brand applications and marketing campaigns
- Knowledge of marketing analytics and performance measurement methodologies

**Skills**

- Strong practical knowledge of marketing analytics and campaign performance measurement
- Expertise in brand management and implementation of brand guidelines
- Understanding of digital marketing including SEO, content marketing, email marketing, and social media
- Strong project management skills with ability to coordinate multiple campaigns simultaneously
- Excellent agency management skills with ability to brief effectively and manage deliverables
- Advanced marketing analytics capabilities, e.g. attribution modelling, marketing mix optimisation, and ROI
- Demonstrated ability to lead teams with a positive, supportive approach that builds capability
- Strong problem-solving skills with ability to adapt to changing priorities
- Excellent communication skills with ability to collaborate effectively across departments
- Commitment to continuous improvement 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