

Job Profile

JOB TITLE:

Senior Strategic Communications Officer

REPORTS TO:

Strategic Communications Manager

JOB PURPOSE:

GamCare's mission is to support those affected by gambling through advice and treatment, and reduce gambling-related harm through education, prevention and communication.

The Senior Strategic Communications Officer will support the Communications and External Affairs Directorate to deliver effective and targeted communications across all channels to meet GamCare's objectives. They will also support the delivery of GamCare's internal communications alongside Internal Communication and Employee Engagement Senior Advisor in the

With the support of the Strategic Communications Manager, the role will create communications plans to reach target audiences through a range of tactics and activities including press releases, media briefings, web content, blogs, stories for GamCare's lived experience work, and support with webinars.

DIMENSIONS:

- Direct Reports: n/a
- Budgets managed: N/a
- Financial targets: N/a

INTERNAL AND EXTERNAL CONTACTS:**External**

Engagement with our creative and PR agencies, our partners in the National Gambling Support Network, the NHS, and professionals working with those impacted by gambling harm i.e. GPs, pharmacists.

Internal

Managers/colleagues across GamCare's programmes.

OVERALL ACCOUNTABILITIES:

- Plan and deliver effective communications plans across all channels which promote GamCare's objectives, with the guidance and support of the Strategic Communications Manager and the Media and Campaigns team.
- Work with the Digital Communications team and External Affairs team to create content for a range of platforms including press releases, newsletters, marketing materials, website, social media, reports, leaflets and webinars.
- Manage the communications inbox, responding to requests in a timely and helpful way, and triaging requests to members of the wider Directorate, including ensuring the internal communications pack is up to date and on brand.
- With the support of a manager lead on proactive and reactive media enquiries, liaise with journalists, draft and sell in press releases, respond to media enquiries, prepare

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briefings for GamCare spokespeople, and participate in the out of hours press duty.

- Support the development of engaging, diverse, and impactful communications for employees through multiple channels including email, social media, intranet, and other channels to make connections across a multiple site organisation.
- Work with our lived experience team to bring new stories into our communications work - researching stories, providing quotes and managing photography requirements – ensuring that they feel supported in the process. Also working with our safeguarding and data team to ensure all processes and policies are adhered to.
- Lead on the team's media reporting including measuring media reach, and engagement with campaign messaging, using tools such as Cision.
- Monitor the external environment and relevant media and stakeholder developments across the UK and provide regular updates to colleagues, both communications colleagues and the Leadership Team to help them stay informed.
- Coordinate the range of reports needed to be produced (monthly, quarterly etc); Ensure they are diarized with timely reminders and prompts sent to authors of the content in the team (and out of the team if needed); Ensure reports are produced to a high standard and in a timely manner.
- Support the Digital Communications team with printed promotional materials, including responsibility for their ordering, delivery, and use in events. Ensure designs are up-to-date and compliant with brand guidelines. Liaise with colleagues at GamCare and externally to promote and supply printed materials.
- Carry out a range of other duties that may reasonably be required to support the press, marketing and communications function.

Person Specification – Essential Criteria

- Excellent interpersonal skills with the ability to engage others and build strong relationships.
- Enthusiasm and self-motivation, the ability to take initiative, solutions-focused, and collaborative.
- Excellent organisational and time management skills.
- Ability to manage own workload and prioritise effectively to meet tight deadlines.
- Ability to communicate complex issues to senior stakeholders, including the CEO and Directors, in a clear and straightforward way.
- Knowledge/experience of the UK political environment and the operation of government and media landscape and how an organisation like GamCare can positively influence to the benefit of our service users.

Desirable Criteria

Qualifications/ Knowledge

- Knowledge of or interest in gambling harm / gambling-related issues and the wider gambling sector.

Experience

- Experience of managing multiple activities at once, working towards high quality outputs in a fast-paced environment.
- Experience of writing and creating audience focused, engaging content across a range of platforms to deadlines for press releases, web, social media, and print publications. To include written and visual content (photography, animation, video etc).

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- Experience of extracting insights from long form content and adapting it for audience focused channels.
- Experience of using content to influence stakeholders.
- Knowledge/experience of the UK political environment and the operation of government and how an organisation like GamCare can positively influence to the benefit of our service users.
- Experience of working with a wide range of stakeholders.

Skills

- Excellent written skills, with the ability to tell/write compelling content that bring the impact of our work to life.
- Strong project management skills and attention to detail with a clear understanding of how this can support a team.
- Ability to communicate complex issues to senior stakeholders, including the CEO and Directors, in a clear and straightforward way.
- Competent use of Word, PowerPoint and Excel.

Circumstances

- Full time position, contracted to London, as per contract of employment.
- Role may require occasional travel within UK for campaigns, media activity or other activity.
- This is a hybrid role with attendance required in the office one day a week.

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.

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