

Job Profile	
<b>JOB TITLE: Interim Head of Media and Campaigns</b>	<b>REPORTS TO: Director of Communications and External Affairs</b>
<p><b>JOB PURPOSE:</b> As Interim Head of Media and Campaigns at GamCare, you will lead our marcomms strategy to strengthen GamCare's position as the UK's leading provider of gambling harm support and treatment during the period of maternity cover. You'll develop integrated media, 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 oversee our proactive and reactive media engagement, shape our marketing approach, and elevate GamCare's brand to ensure it stands out in an increasingly complex landscape. You'll secure impactful media coverage establishing GamCare as an authoritative voice on gambling harm, while ensuring our marketing and brand activities directly support our clinical services. As a member of GamCare's Operational Leadership Team, you'll help deliver against GamCare's organisational strategy and collaborate across departments to deliver communications, brand and marketing excellence in everything we do.</p>	
<p><b>DIMENSIONS:</b></p> <ul style="list-style-type: none"> <li>• Strategic leadership of a media, marketing and brand team with responsibility for demonstrable return on investment across a marcomms budget allocation (up to £1m)</li> <li>• Responsibility for an effective earned media and PR program targeting priority publications and journalists, with measurable KPIs for coverage volume, sentiment, and impact on helpline and treatment service awareness</li> <li>• Responsibility for further development and implementation of GamCare's brand refresh, ensuring consistent brand architecture, governance and strategic alignment across all activities.</li> <li>• Strategic development and delivery of marketing campaigns, with emphasis on improving awareness of Helpline and treatment services, and delivering measurable return on marketing investment (ROMI).</li> <li>• Responsible for achieving measurable improvements in: Media and PR impact, marketing effectiveness, brand health, reputation management, 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 client of Clinical Operations, ensuring marcomms aligns with and supports clinical delivery</li> <li>• Advisor to Director of Comms and External Affairs and ELT on media relations, marketing and brand management</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 External Affairs and Head of Digital 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>• Influence with national and regional media outlets</li> <li>• Engagement with third sector and public bodies</li> <li>• Partnership development with organisations that can support our work (financial, social media companies, etc.)</li> </ul>	

**OVERALL ACCOUNTABILITIES:****Strategic Leadership**

1. Lead, develop and embed GamCare's integrated marcomms and brand strategy, driving measurable outcomes. Work in close partnership with Clinical Operations to ensure accurate representation of services and the Helpline.
2. Continue the work on a brand review and refresh that enhances GamCare's market position and strengthens brand equity, with particular focus on increasing awareness of the National Gambling Helpline and treatment services.
3. Drive strategic marcomms decisions at leadership level to support clinical outcomes and deliver value for money
4. Drive a comprehensive earned media strategy that secures regular coverage of GamCare's clinical expertise, treatment outcomes and service impact across mainstream media, healthcare press and industry publications
5. Foster an inclusive leadership style that empowers innovation and collaboration to achieve GamCare's mission

**Strategic planning and delivery**

1. Working with the Director of Communications and External Affairs, define and execute GamCare's strategic brand architecture, incorporating sophisticated brand portfolio governance and management that positions the National Gambling Helpline and treatment services effectively.
2. Develop and implement advanced marketing effectiveness frameworks encompassing media strategy, brand tracking, and marketing mix modeling to optimise investment decisions and demonstrate clear ROMI.
3. Champion marketing excellence across GamCare's strategic initiatives, ensuring marketing strategy actively supports clinical service delivery through sophisticated audience targeting and channel optimisation.
4. Work with the Director of Communications and External Affairs and Director of Clinical Operations to develop integrated, costed annual plans that align with clinical objectives and maximise treatment service accessibility.
5. Develop and execute a targeted media relations plan with specific coverage goals across different media (broadcast, print, online), story types (features, news, op-ed) and geographies, aligned to strategic goals

**Collaboration and engagement**

1. Embed marketing excellence principles, establishing a framework for capability building and best practice.
2. Represent GamCare at external meetings and identify partnership opportunities to enhance service awareness.
3. Lead strategic marketing partnerships that enhance brand equity while aligning with clinical objectives.
4. Create and lead measurable media relations initiatives that enhance GamCare's profile as a trusted provider.
5. Support wider strategic priorities through close collaboration with Clinical Ops, ensuring marcomms.
6. Build and maintain relationships with key journalists and media outlets to position GamCare spokespeople as go-to experts on gambling harm, securing regular opportunities for comment that reinforce clinical credibility

**Person Specification****Essential Criteria**

- Demonstrable senior experience working at a strategic level in marketing and brand management
- Senior management experience across all aspects of media relations, marketing and brand management
- Demonstrable experience of delivering high profile earned media/PR with measurable impact
- Track record of developing and delivering integrated marketing strategies that have measurable positive impact
- Demonstrable experience of setting and delivering strategic priorities with senior internal and external buy-in

**Skills**

- Advanced marketing analytics and data visualisation skills, mix-modelling and attribution analysis, with expertise in effectiveness measurement and brand tracking methodologies
- Demonstrable experience of setting business plans and managing marcomms and departmental budgets (£1m+)
- Strategic brand architecture development and advanced segmentation/targeting capabilities
- Proven ability to design, deliver and evaluate integrated earned media strategies across the UK landscape
- Expert at crafting agency briefs and managing agency relationships effectively
- Demonstrated ability to inspire teams with positive, authentic leadership that builds trust and encourages growth
- Strong proactive approach in dynamic, solutions-focused environments
- Commitment to continuous personal and professional development
- Advised senior staff on lines to take for the media

**Desirable qualifications**

- Advanced degree in Marketing, e.g. post-grad strategic marketing qualification/MBA with marketing specialism
- Educated to degree level or equivalent level of experience, preferably in marketing or communications

**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.

