

Job Profile	
JOB TITLE: Head of Press, Partnerships, and Engagement	REPORTS TO: Director of Marketing, Engagement, and Brand
<p>JOB PURPOSE: As Head of Press, Partnerships, and Engagement, you will lead a multifaceted strategy across three critical functions: press relations, strategic partnerships, and parliamentary/stakeholder engagement. You'll establish GamCare as the authoritative voice on gambling harm through expert media positioning, while developing transformative partnerships that measurably drive contacts into GamCare's National Gambling Helpline. You'll design and implement a sophisticated parliamentary and government relations programme securing our position in the evolving statutory levy landscape. Managing a specialised team across these three disciplines, you'll ensure seamless integration between media narratives, high-value partnerships, and strategic stakeholder influence.</p>	
<p>DIMENSIONS:</p> <ul style="list-style-type: none"> • Strategic leadership across press relations, partnership development, and parliamentary/stakeholder engagement, with responsibility for demonstrating measurable impact across an annual budget of up to £300k • Developing and maintaining GamCare's parliamentary and government relations programme, delivering against influence metrics, cultivating cross-party relationships, and securing high-level policy engagement opportunities • Creation and implementation of a comprehensive media strategy positioning GamCare as the leading voice on gambling harm, including spokesperson development, narrative creation, and crisis communications protocols • Strategic development of partnership frameworks that directly contribute to GamCare's National Gambling Helpline contact targets, prioritising partnerships with measurable service utilisation outcomes • Establishment of GamCare's stakeholder prioritisation methodology that identifies and cultivates relationships with the highest strategic value in the statutory levy context 	
<p>INTERNAL AND EXTERNAL CONTACTS:</p> <p>Internal</p> <ul style="list-style-type: none"> • Strategic advisor to the Director of Marketing, Engagement, and Brand and Executive Leadership Team on three core areas: parliamentary/governmental relations, press strategy, and strategic partnerships • Operates as part of the Policy, Communications and Digital Sub-Committee Team, providing balanced expertise across all three functional areas • Works collaboratively with the Head of Marketing and Brand to ensure consistent messaging across parliamentary engagement, media relations, and partnership activities • Creates deep integration across all directorates, translating operational excellence into compelling parliamentary submissions, media narratives, and partnership opportunities • Performance reporting to the Policy, Communications and Digital Sub-Committee of the Board with balanced metrics across parliamentary influence, media impact, and partnership effectiveness <p>External</p> <ul style="list-style-type: none"> • Senior parliamentary and governmental contacts including ministers, shadow ministers, select committee members, civil servants, and policy advisors • Media leadership across national, regional and specialist outlets including editors, commissioners, journalists, and programme producers • Decision-makers at potential and existing partner organisations to establish transformative strategic partnerships • Key stakeholders across the gambling harms support ecosystem including regulators, commissioners, levy administrators, and sector leadership • Think tanks, academic institutions, and research bodies positioned to collaborate on policy development 	
<p>OVERALL ACCOUNTABILITIES:</p> <p>Strategic Leadership</p> <ol style="list-style-type: none"> 1. Lead GamCare's parliamentary and government relations programme, developing sophisticated approaches to policy influence that strengthen GamCare's position with decision-makers in the statutory levy landscape 2. Design and implement GamCare's partnership framework that scientifically identifies, prioritises and cultivates collaborations generating measurable service utilisation and referral outcomes 3. Develop and execute GamCare's press strategy that secures authoritative positioning across national and specialist media through strategic narrative development and proactive media relationship management 	

4. Balance resource allocation and strategic focus across all three functional areas (parliamentary relations, partnerships, and press) to ensure integrated impact without overemphasising any single domain
5. Foster a specialist team structure that develops expertise in each of the three core functions while maintaining cohesive integration between parliamentary engagement, partnership development, and media relations

Parliamentary and stakeholder engagement

1. Lead GamCare's parliamentary engagement methodology
2. Lead GamCare's policy influence framework, including consultation response protocols, evidence submission procedures, and ministerial engagement approaches
3. Oversee of sophisticated parliamentary monitoring systems that identify emerging legislative opportunities and threats, enabling proactive positioning across relevant policy areas
4. Lead GamCare's stakeholder mapping and prioritisation process, scientifically identifying the most strategically valuable relationships and creating targeted engagement plans
5. Represent GamCare with civil servants, officials, and stakeholders, presenting our expertise and impact with authority while securing ongoing access to key decision-makers

Partnership development

1. Design and implement GamCare's partnership strategy, working closely with the Senior Partnership Manager
2. Lead negotiations, working alongside the Director and Senior Partnerships Manager, for high-value national partnerships that directly contribute to helpline contact targets and create accessible pathways into services
3. Establish innovative referral-generating partnerships with organisations having direct access to individuals potentially experiencing gambling harm
4. Develop partnership measurement protocols that scientifically assess each collaboration's contribution to service utilisation, referral generation and strategic positioning
5. Create GamCare's partnership cultivation methodology that transforms initial engagements into long-term strategic relationships with measurable outcomes

Press and media relations

1. Establish GamCare as the authoritative voice on gambling harm through development of a comprehensive media strategy securing high-value coverage and maximising awareness of GamCare's National Gambling Helpline
2. Create GamCare's narrative development process, ensuring consistent positioning across all media engagements while integrating GamCare's National Gambling Helpline messaging for different audience segments
3. Design and implement a sophisticated spokesperson development programme that equips GamCare experts to effectively promote the National Gambling Helpline and represent GamCare with authority across media contexts
4. Lead development of GamCare's crisis communications framework, including scenario planning, rapid response protocols, and reputation management approaches that safeguard awareness of the National Gambling Helpline
5. Establish strategic relationships with key media decision-makers that secure regular platforms for promoting GamCare's National Gambling Helpline and GamCare's expertise across broadcast, print and digital channels

Person Specification – Essential Criteria

Essential qualifications

- Education to degree level or equivalent level of experience, preferably in communications, public affairs, media relations or related field
- Professional qualification or training in a relevant discipline (e.g., public relations, public affairs, media)

Experience

- Substantial experience in parliamentary engagement, including ministerial relationships and select committee submissions
- Proven track record developing strategic partnerships that deliver measurable outcomes in service utilization
- Media relations expertise with demonstrated success securing high-profile coverage and authoritative positioning
- Experience implementing influence strategies targeting government departments and key decision-makers
- Success developing frameworks that objectively evaluate partnership opportunities against strategic priorities

- Crisis communications management experience, including protocol development and implementation
- Demonstrated ability to balance focus across multiple functional areas with appropriate resource allocation
- Experience of measurement frameworks to assess policy influence, partnership effectiveness, and media impact
- Proven success representing organizations at senior levels of government, business, and media

Skills

- Sophisticated partnership development skills e.g. opportunity assessment, negotiation, and implementation
- Advanced media relations expertise including narrative development and cultivation of editorial relationships
- Strategic thinking with exceptional ability to balance resources across all three functional areas
- Superior stakeholder management with understanding of influence networks in complex environments
- Strong analytical abilities enabling objective performance assessment
- Outstanding leadership qualities that foster specialist expertise while maintaining integrated approaches
- Advanced diplomatic skills for engaging with political figures, media leadership, and potential partners
- Ability to craft compelling content for various audiences and purposes

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 represent GamCare at high-profile sector events

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