

GambleAware

NGSN Press Manager

(Fixed term to 31 March 2026)

Application pack

About the National Gambling Support Network (NGSN)

GambleAware commissions the National Gambling Support Network, which provides free, confidential early intervention and treatment services that deliver joined up support across the whole of Great Britain. The NGSN is available for anyone who is experiencing harm from gambling and wants support for it, as well as those who are affected by someone else's gambling.

The Network provides the British public with a thriving, connected and well-funded support system of early intervention and prevention from gambling harm, across GP surgeries, social care and the criminal justice system.

There is expertise across the National Gambling Support Network which means people have access to effective, education, prevention and early interventions that provide wraparound care and reach diverse communities.

A whole-system approach is applied throughout the National Gambling Support Network, which means services are connected and there is a seamless experience for those using them locally, regionally and nationally across Great Britain.

Providers within the NGSN work to a common set out of outcomes that place an emphasis on early intervention and support, while also providing the mechanism to ensure consistency of outcomes and performance, as well as consistency in other areas such as risk assessment and safeguarding.

Providers come together to discuss complex cases across the entirety of the Network, which maximises the expertise across the system and aids learning.

The National Gambling Support Network operates a 'no wrong door' policy, which means that wherever people present for treatment, through the Network they will be able to access the right Network or NHS provider and, in some cases, this also includes other third sector organisations.

Job description

Role title:	NGSN Press Manager
Accountable to:	Head of Communications
Status:	Fixed Term (to end of March 2026). We are happy to discuss secondment options.
Hours:	Full Time (35 hours per week). We are happy to discuss flexible working options
Location:	Hybrid, minimum 40% office based, Central London
Salary:	£46,305 - £54,022.50 depending on experience (+ £3,150 London weighting where applicable) (pro-rata)

Role purpose

This is a key role for leading the delivery of the press activity for the National Gambling Support Network. The role will play a key part in the successful delivery of the external communications for the Network, leading on the development of the annual communications plan for the NGSN as well as identifying any communications and media opportunities for the Network. This will include managing media relations for the Network and building strong relationships with the comms colleagues across the provider group.

The individual will be responsible for upskilling providers in media and press communications and take a collaborative approach to working with those across the Network. They would lead on message development for the NGSN and ensure consistency in messaging across the Network.

Key accountabilities

- Develop, in partnership with key representatives across GambleAware and the NGSN, the annual communications plan for the NGSN, which incorporates activity across the Network and identifies opportunities for proactive media activity.
- Ensure maximum reach through a range of proactive and reactive media opportunities to raise the profile of the NGSN, including supporting and upskilling the providers to manage and respond to media through the drafting of media statements, press releases, briefing stakeholders and identifying spokespeople (including those from the lived experience community).
- Manage the PR activity to support any wider NGSN marketing activity to reflect wider NGSN and GambleAware objectives.
- Work in collaboration with Communications and System Commissioning colleagues across GA and the NGSN to ensure all comms activity is integrated and aligns with the wider GambleAware and NGSN strategy.
- Provide updates to the internal GA team and wider provider group on NGSN comms activity to ensure plans are integrated, insight led and delivered to agreed timescales.
- Accountable for identifying proactive comms opportunities and plans to promote the NGSN at a national and regional level
- Effectively manage, build strong relationships with and work with the communications leads across the provider network.

- Regularly report to the NGSN Comms Working Groups and NGSN Transition Board as needed, as well as GambleAware’s Chief Communications and Chief Commissioning Officers.
- Quickly establish strong relationships with the provider network and lived experience communities across the network to support the effective delivery of strong, impactful media cut through

Key responsibilities

- Demonstrate a commitment to diversity, inclusivity and equal opportunity in working with colleagues and stakeholders with a wide range of perspectives and experiences.
- Responsible for securing national and regional media coverage to promote the NGSN and wider GambleAware messaging
- Ensuring consistent messaging is present across all media materials, which accurately and clearly aligns with the overall GA and NGSN narrative and is not stigmatising.
- Defining the key messages for the NGSN, while ensuring they adhere to and align with our wider strategy.
- Ownership and management of the NGSN comms planner, ensuring it aligns with the wider GA strategy.
- Manage the distribution and coordination of messages across the NGSN network and monitoring media activity and media mentions
- Undertake any other tasks as reasonably directed by your line manager.
- Adhere to GambleAware policies and procedures.
- Be a good team worker, demonstrating loyalty and commitment to the organisation and team members.

Critical competencies

The competency framework sets out how we want people in GambleAware to work.

The competencies are intended to be discrete and cumulative, with each level building on the level below.

The six competencies below are identified as critical to this role.

Brilliant Basics	<ul style="list-style-type: none">• Create a culture of working with, and through, delivery partners to achieve outcomes, establish and negotiate service levels and deliverables• Define and integrate clear structures, systems and resources required across the organisation to promote efficient delivery• Drive a performance culture across the organisation and achieve results through others, resolutely holding them accountable for outcomes
Difference Makers	<ul style="list-style-type: none">• Actively promote GambleAware’s reputation externally and internally – publicise successes widely• Be highly articulate and credible at the most senior levels across and outside the sector, consistently delivering inspiring, engaging and meaningful messages about the future direction
Game Changers	<ul style="list-style-type: none">• Develop an in-depth insight into the dynamics and issues surrounding gambling harms, including political, economic, social, environmental and technological impacts

Person specification

	Essential	Desirable
Knowledge & experience	<ul style="list-style-type: none"> • Experience of managing a press office. • Experience of working in PR or the media. • Knowledge of the media. • Knowledge and experience of how the media and news cycles operates. • Experience of drafting / curating key messages, statements, press release, briefing materials and op-eds. 	Knowledge of the mental health or wellbeing area and experience of working with sensitive material.
Skills & abilities	<ul style="list-style-type: none"> • Copywriting, copy editing, proof reading and English language. • Ability to write persuasive, concise copy. • Ability to connect and engage with journalists, the media and other key stakeholders. • Ability to manage expectations. • Ability to create compelling written materials. • Diplomacy and ability to deal with difficult situations. • Ability to work in a pressured environment and work to deadlines. • Excellent communication skills, with the ability to communicate effectively with a variety of audiences in a variety of ways. • Required to work on own initiative. • Be flexible during times of change. 	
Qualifications	<ul style="list-style-type: none"> • Degree in a related subject. 	<ul style="list-style-type: none"> • PR, journalism and/or communications qualification or equivalent.
General	<p>Committed to continuous professional development.</p> <p>Commitment to GambleAware's mission and values.</p> <p>A clear understanding of, and commitment to, equal opportunities and diversity, and a commitment to promote high standards of conduct, integrity and probity.</p> <ul style="list-style-type: none"> • Eligible to work in the UK, 	<ul style="list-style-type: none"> • Keeping up to date with Charity Commission guidance. <p>Must be prepared to travel and attend meetings and training as required, which may involve occasional overnight stays.</p>

This job description does not form part of the contract of employment and may be subject to change.

How to apply

Key dates

Closing date for applications is **9am on Monday 29th July 2024**. Successful candidates will be invited to attend a panel interview between in the 12th August and 23rd August. We reserve the right to close the post and interview ahead of the closing date if & when we receive enough high calibre applications. Therefore, if you are interested, please submit your application as early as possible.

How to apply

Applicants must be eligible to work in the UK. To apply, please submit a comprehensive CV along with a cover letter to recruit@gambleaware.org Your cover letter should highlight your relevant skills, knowledge, and experience, and outline the approach you would take for this role.

Please note that using Artificial Intelligence AI to write your application or cover letter is not advocated by GambleAware, and it could negatively impact your chances of success in the application process. While AI can help streamline the writing process, these tools cannot fully grasp the context or requirements of the job you're applying for, nor can they accurately reflect your skills, knowledge, and experience. It is crucial that you personalise your supporting statement by articulating these in your unique voice.

If you choose to use (AI) or other tools to assist in writing your application, we ask that you declare this clearly on your CV and / or cover letter, and bear in mind that it's essential to personalise this information, particularly in your cover letter.

Equal opportunities

All candidates are also requested to complete an online [Equal Opportunities Monitoring Form](#) which will be found at the end of the application process. This should be submitted to recruit@gambleaware.org This is not mandatory but will assist GambleAware in monitoring selection decisions to assess whether equality of opportunity is being achieved. Any information collated from the Equal Opportunities Monitoring Forms will not be used as part of the selection process and will be treated as strictly confidential.

GambleAware is an equal opportunity employer and is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance, and the elimination of all forms of discrimination in the workplace for all staff and job applicants.

Adjustments

We are committed to ensuring everyone can access our website and application process. This includes people with sight loss, hearing, mobility, and cognitive impairments.

Should you require access to these documents in alternative formats, please contact recruit@gambleaware.org We also welcome any comments or suggestions about improving access to our application processes.

Personal data

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your sensitive personal data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sexual orientation, genetic and/or biometric data) in your CV and application documentation.

Following this notice, any inclusion of your sensitive personal data in your CV/application documentation will be understood by us as your express consent to process this information going

forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

Contact details

For a conversation in confidence, please contact recruit@gambleaware.org and we will come back to you.

About GambleAware

GambleAware is the leading independent charity and strategic commissioner working to keep people safe from gambling harms.

We are the leading strategic commissioner of gambling harm education, prevention, early intervention, and treatment across Great Britain. We work in close collaboration with the NHS, clinicians, local and national government, gambling treatment providers, as well as other mental health services. We operate across four key areas by:

- Providing support, advice, and tools to help people make informed decisions about gambling. We help people understand and recognise the risks of gambling, and direct them to more information, help and support, should they need it.
- Commissioning the National Gambling Support Network (NGSN), a group of organisations across Great Britain which provides free, confidential treatment, as well as the National Gambling Helpline which takes around 52,000 calls and online chats a year.
- Commissioning research and evaluation to increase our knowledge and understanding of what works in the prevention of harm.
- Producing public health campaigns on a national scale and providing practical support to local services and partners.

If you're worried about how gambling makes you feel, we can help. For free and confidential advice, tools and support, search GambleAware or contact the National Gambling Helpline, available 24/7, on 0808 8020 133.

Our independence

As an independent charity, GambleAware has an extremely robust system of governance processes in place, is accountable to the Charity Commission, and works to hold the gambling industry to account. Members of our independent Board of trustees are leaders within the NHS and public health sector and have no connection to the gambling industry. We work closely with DCMS, DHSC, OHID and the Gambling Commission, who all recognise our integrity and independence. The gambling industry has absolutely no input, influence or authority over any of our activity.

Governance

We have robust governance processes to guarantee our independence from the gambling industry. Our Board of Trustees have extensive public health and NHS backgrounds and are selected based on their expertise to support the commissioning of best practice national prevention, education, treatment and support services. GambleAware is committed to the Charity Governance Code, which includes a priority to be transparent and accountable and regular communication with the Advisory Board for Safer Gambling. GambleAware's Board of trustees is chaired by Baroness Kate Lampard CBE, former lead non-executive director on the Department of Health & Social Care Board and a trustee of the Esmée Fairbairn Foundation. Other trustees have extensive public health and NHS experience.

Funding

GambleAware has long called for the introduction of a statutory levy on the gambling industry and was delighted to see a levy included in the Gambling White Paper. A levy will enable proper funding oversight, avoid duplication of work and provide a sustainable, transparent and long-term funding model to ensure the successful delivery of the research, treatment and prevention services needed to prevent and treat gambling harms.

Gambling is a serious public health issue and having greater accountability and a government led National Strategy to prevent gambling harm, which is supported by sustainable funding, means all operators can be held accountable. The new statutory levy will give certainty and stability to commissioners like GambleAware, as well as service providers, to make long-term commitments to meet population needs. It will also ensure further separation between the industry and research, education and treatment. Sustainable funding will enable us and those working to reduce gambling harm to increase access to early interventions, expand the number of local systems who can act to prevent gambling harm and develop a commissioning plan which is specifically targeted at help young people and children.

Our guiding principles:

GambleAware has a vision to see a society where everyone is safe from gambling harms. To help achieve this, we are steered by a clear set of values which guide our behaviour and shape everything we do.

We are all here to make a difference...
<ul style="list-style-type: none">• We start from the perspective of people at risk of gambling harms• We ask what impact we can have• We are bold enough to set the agenda and lead the way• We persevere until we reach our goals• We do things that leave a legacy.
...by working with curiosity and innovation...
<ul style="list-style-type: none">• We strive for new ways to solve problems• We share learning, insights and expertise• We are willing to take risks or go out of our comfort zone• We ask questions and welcome constructive challenge• We learn from our successes and failures.
...and pulling together as one team.
<ul style="list-style-type: none">• We value everyone's talent and perspective• We ensure everyone feels welcome and can be themselves• We collaborate to deliver the best outcomes• We go out of our way to help each other• We celebrate everyone's success together.

Life at GambleAware

Employee benefits

We are committed to offering our employees a range of benefits to support their wellbeing. We regularly review and update our benefits and the list below summarises those currently on offer.

Annual flu vaccinations	Flexible working
Annual leave, 25, increasing to 28 with length of service days plus public holidays and Christmas closure	Resilience Fund
Regular staff feedback survey	Investment in staff development
Cycle scheme	Mindfulness app
Death in service	Pension
Employee assistance programme	Private healthcare
Eye-test and DSE assessment	Generous family friendly policies

Equal opportunities

GambleAware is committed to equality, diversity, and inclusion – with an EDI group at the core of the charity that is committed to driving real change throughout the organisation. Our aim is to ensure that our staff, partners, stakeholders, and those we commission – at all levels – are committed to driving change for a more equitable society promoting zero tolerance towards inequality, exclusion, racism and all forms of discriminations through the organisation and our partners.

GambleAware will be conducting quarterly staff surveys to allow for an open, honest, and confidential way for staff to feedback and share their observations of the charity and make suggestions for improved ways of working going forward.

Career development

At GambleAware, we pride ourselves on offering a work environment that encourage professional growth. We have a competency framework in place that sets out the skills, knowledge and behaviours that lead to successful performance. The framework is used as a basis for determining what employees need to achieve and how they can work to achieve this.

The framework is designed to empower staff to take control of their career and we deliver on this by offering regular internal and skills-based training opportunities for all employees, at any level. There are also opportunities for coaching across the team and with junior colleagues and we also provide an internal mentoring framework for all staff.

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Published by GambleAware July2024



GambleAware is the independent charity (Charity No. England & Wales 1093910, Scotland SC049433) and strategic commissioner of gambling harm education, prevention and treatment across Great Britain to keep people safe from gambling harms.

For further information please contact info@gambleaware.org