

Recruitment Pack – Head of Digital Services

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Introduction from our CEO, Anna Hemmings

Right now, only a small number of the people estimated to be harmed by gambling in Great Britain receive support – according to data from across the National Gambling Treatment Service, around 3% of those people accessed support and treatment. Last year, more people reached out to us than ever before with a 9% increase in calls and chats, with our practitioners delivering over 55,000 treatment sessions and assessments – an increase of 14%. Recent research from Kings College London, [one of the largest studies of gambling treatment undertaken in recent years](#), shows that GamCare’s treatment is effective, and that significant improvement can be seen in the first three treatment sessions.

There is still work to be done to ensure GamCare is known as a first port of call for those affected by gambling harms and this new role of Head of Digital Services has the potential to make a significant difference to the reach and impact of our services now and into the future.

GamCare is a growing, thriving charity and we are offering candidates a rare opportunity to join at a formative stage in our digital development enabling you make a real mark on our continued success. Digital is key to us achieving our ambitious targets set out in our [strategy for 2021-2024](#).

How to apply

The detailed job description for the role is included in this pack. If you have any questions about the role please feel free to either contact Mike Kenward, Development Director (mike.kenward@gamcare.org.uk) who will be line managing this role or our HR Team (hr@gamcare.org.uk) If you wish to apply, please download and complete our application form and complete our Equal Opportunities survey. Both can be accessed via [our website](#).

We would be delighted to receive your application and look forward to welcoming the successful applicant to the GamCare team. Good luck with your application.

Anna

About GamCare

Founded in 1997, GamCare is the leading provider of information, advice and support for anyone affected by gambling harms. We operate the National Gambling Helpline, provide treatment for anyone who is harmed by gambling, create awareness about safer gambling and treatment, and encourage an effective approach to safer gambling within the gambling industry.

Our Ambitions

We have worked with staff and service users to identify four major strategic ambitions which will drive our work forwards in pursuit of our mission.

1. Gambling harms are widely recognised and prevented.
2. Universal access to effective tools and support.
3. Universal access to caring, evidence-led and integrated treatment.
4. GamCare's work is trusted, valued and effective.

Our Values

We are: **COLLABORATIVE** – Achieving more together

AMBITIOUS – Embracing future growth

LEARNING – Harnessing knowledge

LEADING – Shaping the agenda

Our Services

Our National Gambling Helpline (phone and live chat) services are available 24 hours a day. The service is free to call and provides live, confidential, one-to-one information, advice and emotional support, plus we can signpost to further sources of specialist help, including our face to face, online and telephone treatment services across the UK.

Our Helpline Advisers are specifically trained and can discuss what options are available, and they can offer coping strategies to those who want to change their gambling behaviour as well as support for others who are impacted by gambling.

Our online forum and chatrooms are available to anyone who wants to share their experiences and seek support from others. Threads include an area for new members, for supporting a problem gambler, recovery diaries, and information about Gamblers Anonymous and Gam-Anon meetings.

Our face-to-face treatment is available in a variety of locations around Great Britain, delivered by GamCare and our network of partner agencies. Our partners are funded to deliver our services, and all agencies receive ongoing training from GamCare to provide free, confidential treatment for anyone affected by problem gambling.

Our Impact

We are extremely proud of what GamCare, our partners, staff and service users have achieved together over the last year. It has been an incredible period of change, growth and challenge. We have continued to expand, develop, learn and ultimately meet the needs of more people experiencing gambling-harms. Below are the highlights of our activity and impact. You can read our full annual report on [our website](#).

Our Activity in Numbers

The Last Year: April 2020 to the end March 2021:

Support and Treatment

41,000 +



target chats / calls

- target calls/chats on the National Gambling Helpline (up 9%), including repeat call backs

27,024



individuals contacting Helpline

- individuals contacting the National Gambling Helpline (up 8% from 2019/20)

10,000 +



attended structured treatment

- 10,000+ people attended structured treatment

Engagement and Risk Reduction

14,797



professionals trained

- professionals working with at risk individuals received gambling awareness training (up 64%)

7,331



gambling awareness workshops

- gambling awareness workshops to young people

25,547



BigDeal page views

- page views of our BigDeal website for young people, parents, and teachers

▶ Safer Gambling Services (Gambling Industry-facing)

1,015



individuals trained

- People from gambling business, and other corporate staff, received safer gambling training

10



SGS assessments

- GamCare Safer Gambling Standard assessments undertaken for operators with multiple website domains

143



customer call transfer

- customer call transfers from gambling/other businesses directly to the National Gambling Helpline

▶ Outcomes

The majority of service users completing treatment moved from 'moderate' to 'healthy' gambling behaviour, and from 'problem gambling' levels to 'moderate' levels (using CORE-10 and PGSI measurement scores)



completed their treatment

- 79% of service users successfully completed their treatment (up 4%)



would recommend the Helpline

- 95% of National Gambling Helpline users would recommend the Helpline to someone else



would recommend treatment

- 100% of service users would recommend the treatment services to someone else



strong understanding

- 97% of youth-facing professionals report a strong understanding of the impacts problem gambling can have on a young person, after receiving training

Job Description

Job Title: Head of Digital Services
Reports to: Development Director
Directorate: Development
Direct Reports: Project based

Job Purpose:

The Head of Digital Services is responsible for continuous improvement in the online services we offer to our beneficiaries, through both improvements to existing online resources and the development of new products and approaches. You will ensure that our online offer is accessible, intuitive and personalised where possible

You will be responsible for supporting development of our client facing online services, confidently leading GamCare through a digital transformation in the way that we deliver our work to reduce to gambling harms.

You will lead a portfolio of end-to-end digital projects. This will include delivering both the technological solution and any associated change management required to improve, implement, and embed digital systems. In addition, the role will be responsible for developing and embedding the organisation's Digital strategy on using technology to improve business performance, whether that means creating new products or reimagining current processes.

This role will be part of the Wider Leadership Team and will be expected to work closely with the IT Senior Manager and their team to synergise the internal infrastructure and the external delivery.

Key Duties and Responsibilities

Leadership

- As part of the Wider Leadership Team in Gamcare, you will be responsible for the delivery of your own Business Plan activities and supporting others in theirs where this is relevant to your role.
- Develop and deliver against a clear strategy and plan to articulate and agree the vision of digital transformation across our services
- Lead on this digital transformation, demonstrating innovation and creativity while driving a programme of change and initiatives to meet our organisational strategic ambitions.
- Lead by example in modelling and embedding GamCare's values and behaviours, working collaboratively with colleagues, partners and other stakeholders to help build a sustainable highly effective organisation and develop GamCare's reputation as leaders in the field.

Delivery

- Review our current digital provision and make informed evidence-based recommendations for change, continuously improving this area of work in line with organisational growth.
- Plan and manage the ongoing programmes across all digital platforms and service delivery and be a trusted adviser to the Wider Leadership Team on all matters pertaining to digital development and innovation.
- Lead, mentor and develop multi-functional project teams who will deliver against the digital product development plan.
- Maintain and monitor spend ensuring that we operate within our budget envelope and deliver maximum return on investment. This includes project and resourcing spend.
- Identify key stakeholders, both internal and external to the organisation, who can bring critical innovation opportunities and help shape delivery.

Drive Innovation in our work

- Identify innovative and creative products that will ensure we stay up to date with digital trends and new development so that GamCare provides an adaptable service delivery model that keeps up to date with external developments.
- Create the most appropriate solution for the audience we are trying to reach.

Quality Assurance

- Ensure high levels of data security and compliance with all relevant legislation and best practice including GDPR, Cyber Security and Information Security.
- Ensure that GamCare's values, vision and purpose are evident within all elements of practice, products, and platforms.
- Develop and/or contribute to and embed the creation of key new procedures, policies, and strategies that support the increased approach in our digitalised services.
- Produce high level reports for Wider Leadership team, GamCare workforce and public facing audiences.

General Responsibilities

- Be an active member of the Wider Leadership team

Person Specification: Knowledge, Experience and Skills

All requirements are essential, unless identified as desirable (D)

Qualifications

- Educated to degree level or equivalent experience.
- Relevant digital/technology/IT certification or qualifications or equivalent experience.
- Project management training, qualification, or certification or equivalent experience.

Experience

- Experience of leading and delivering service focused digital transformation.

- Experience of working with digital developers on projects using waterfall and agile project management methodologies.
- Experience of leading multi-functional project teams which are a mix of internal and external stakeholders and ensuring on time and efficient delivery of projects.
- Experience of developing digital projects and products to support behaviour change.
- Substantial experience of project management, and product development.
- Substantial experience of working on complex digital projects.
- Significant experience of measuring, evaluating, and reporting on the success of digital activities across a medium / large size organisation.
- A highly experienced leader who understands the significant value of a diverse digital approach in service delivery.
- Successful experience of implementing digital products, platforms, and services.
- Significant experience of business planning, contract, and performance management.
- Significant experience of change management within organisations and at a service delivery level.
- Voluntary/third sector experience (D)
- Mental health / addictions sector experience (D)

Skills/ Knowledge

- A solid understanding of Cloud Services, Machine Learning, UX design principles, Big Data, API's and their application.
- Keeping up to date with external developments in the technologies being used to support recovery from addiction, particularly relating to gambling harms and online harms.
- An understanding of financial management principles and experience of delivering services within an allocated budget envelope.
- Ability to work well in a changing and growth environment and deliver to deadlines.
- Excellent report writing skills.
- Advanced ability to recognise and gain insight from quantitative and qualitative data.
- Detailed knowledge of Content Management Systems (CMS)
- Generates new ideas and is innovative and creative when considering future options for delivering services digitally in the future.
- Proven ability to manage multiple projects simultaneously.
- The ability to link long-range strategy, visions, and concepts to daily work.
- Effective communication skills to be able to bridge between technology and operations to simplify complexity and facilitate decision making.
- A proven track record as a credible and influential leader of people, particularly where there is no direct line management responsibility.
- Adaptable, willing to be involved and be an effective team player.
- Displays ownership and accountability

Working Circumstances

- Blended approach of both home working and office based
- Flexibility to work outside normal office hours as the role demands.

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.

Employee Benefits

Salary & Leave

1. The salary for this role is £52,780 - £62,930 depending on experience. Salaries are usually reviewed annually based on affordability, with a cost of living increase applied to all staff in post as at 1 January; and subject to agreement, a performance related additional increase awarded to eligible staff.
2. 33 days basic annual leave entitlement per annum including bank holidays. After two years' completed service, entitlement is increased by 2 days, then another 1 day for the next 3 years to a maximum of 5 extra days. All entitlements are pro-rata equivalent for part time employees.
3. A generous Pension Scheme - GamCare contributes 6% and you contribute 2%.
4. Discretionary company sick pay after 6 months' service.
5. Discretionary Leave, where you can request to take unpaid leave for up to one year after five years continuous employment.
6. Maternity Leave & Shared Parental Leave entitlement up to 52 weeks leave, plus additional time off for antenatal care.
7. Adoption Leave for employees who have 26 weeks' continuous service up to 52 weeks leave, plus additional time off for adoption appointments.
8. Maternity Support Leave is paid for up to two weeks.

Support

9. Whilst the role will contractually be office based we are employing a hybrid approach to work, with colleagues encouraged to adopt a mix of home of and office-based working.
10. Employee Assistance Programme – 24 hour support with a range of issues, and access to up to 6 free confidential counselling sessions.
11. Flexible Working can be requested after 26 weeks' continuous employment.
12. Season Ticket Loans.
13. Training Loans up to £5,000 depending on your salary, working hours and length of service (where you can demonstrate the benefit to you and to GamCare).
14. Cycle to Work Scheme (help to buy a bike and equipment).
15. Contributions towards eye tests, and glasses if needed for working with display screen equipment.
16. GamCare has an active EDI Forum and Staff Network.