

Application Pack: Head of Marketing & Communications

Background

The EPIC Restart Foundation empowers those recovering from gambling harm to positively restart their lives.

“The single best thing I have ever done for myself. I have a renewed sense of power over my life, my mindset, and my goals. A genuinely life changing experience.”

Gambling addiction devastates lives, and some people struggle to establish or sustain a positive recovery - suffering poor mental health, depression, and anxiety as well as isolation, stigma, and lack of confidence.

Our pioneering programmes are lived experience-led, offering life-changing events, personal development opportunities and intensive recovery coaching. We inspire and empower individuals to rediscover their confidence, restore wellbeing and rebuild relationships with the practical tools and coping strategies they need to overcome legacy gambling harms and enjoy a positive, sustainable recovery, with reduced risk of relapse.

Our activities are co-created with expert partners and shaped through consultation with our audience. We are gaining significant respect in the gambling harms sector and our programmes receive fantastic feedback, as well as positive results from independent expert evaluation.

This is a great time to be joining our team as we rapidly expand to meet increasing demand for our support.

Head of Marketing & Communications

We are seeking a skilled **Head of Marketing & Communications** to join our growing team. This is a newly created role reporting to the Chief Executive, working alongside our Head of Programmes. We are looking for someone with energy, flexibility and creative marketing and communications skills who is excited by the opportunity to change lives and support people in recovery.

70% of our team and trustees have experienced gambling harm in some form - lived experience is not a requirement for this role, but you must be passionate about making a difference, purpose driven and believe in our mission.

Knowledge, skills & experience

- Proven experience in a senior marketing role, delivering innovative and engaging marketing and communication strategies to a range of audiences.
- Experience of website and campaign management, able to produce high quality content for online and social media channels.
- Excellent writing skills and attention to detail with a proven ability to craft compelling messages and produce clear, concise copy for online and offline publication.
- Experience in print and digital media production, publications, and publicity materials. Able to manage external marketing & comms consultants and media relationships.
- Advanced IT and digital skills including the use of Microsoft Office, Social Media Analytics software. Knowledge of graphic design tools and basic video editing software is a plus.

- Excellent planning, organisation, and time management skills - good at multitasking, able to plan and prioritise several projects simultaneously.
- Outstanding team working skills - excellent at building relationships and supporting a collaborative environment, fostering a culture of trust and mutual respect.

Key Responsibilities

- Develop and execute marketing and communication strategies aligned with EPIC Restart's mission
- Lead innovative campaigns across various channels, including digital, social, PR and events ensuring that content is engaging, effective and appropriately tracked and monitored.
- Brand – ensure brand consistency across all communications and materials, maintaining our reputation and positioning as a trusted authority in gambling harm recovery.
- Digital marketing including email marketing, SEO, and website optimisation.
- Create compelling content, including website copy, blog posts, press releases, marketing collateral and support for funding bids.
- Develop and manage the website ensuring that it is market-leading, developed with knowledge of user experience (UX) and accessibility principles for desktop and mobile websites.
- Build and maintain strong relationships with media partners, agencies, and sector influencers to maximise brand exposure and partnerships.
- Manage national PR outreach to mainstream media, gambling harms sector and relevant stakeholders.
- Track audience engagement, make recommendations and keep up to date on trends and developments.

Contract: Full time - 2-year fixed term contract.

Terms: Annual salary in the region of £43,000 pa depending on experience. Taxed at source.

Location: Home based, working online with occasional UK travel to meetings and events mainly in the North / Midlands regions (travelling expenses and subsistence paid).

The position is available immediately, on a full or part-time basis (you must be available for a minimum 0.8FTE). We would be happy to discuss arrangements for flexible and/or blended working.

Diversity, Inclusion and Safeguarding

EPIC Restart Foundation is committed to creating an inclusive culture. We understand the importance of incorporating all aspects of diversity, equity, and inclusion in everything we do. We aspire to increase the diversity of our team and we encourage candidates with a range of work and life experiences to apply, in particular people from ethnic minority backgrounds, who are under represented in our organisation.

We believe everyone should feel safe in their working environment and be supported to achieve their potential. We carry out DBS checks where applicable but experience of the CJS is not an automatic barrier to joining our team.

How to apply

Send your CV and a supporting letter to opportunities@epicrestartfoundation.org before the closing date. Your letter should explain your interest and what you would bring to the role.

Closing date: 12 noon Monday 22 April.

Shortlisted candidates will be interviewed online with final interviews held in-person.

Due to a high volume of applicants, we are unable to respond to everyone. We will get in touch if you are shortlisted – thank you for your interest.

www.epicrestartfoundation.org