



## **Digital Marketing & Website Lead (full-time)**

Job application pack

# Introducing Betknowmore UK

## About us

Established in December 2013, Betknowmore UK's mission is to address gambling related harm in UK communities. Betknowmore is a leading provider of gambling support and training services. We provide award-winning services which embrace the insight and knowledge of 'Experts by Experience' combined with evidence-based approaches. At our core is the 'lived experience' of gambling dependency and recovery, from the Founder to the support team to the Management Board.



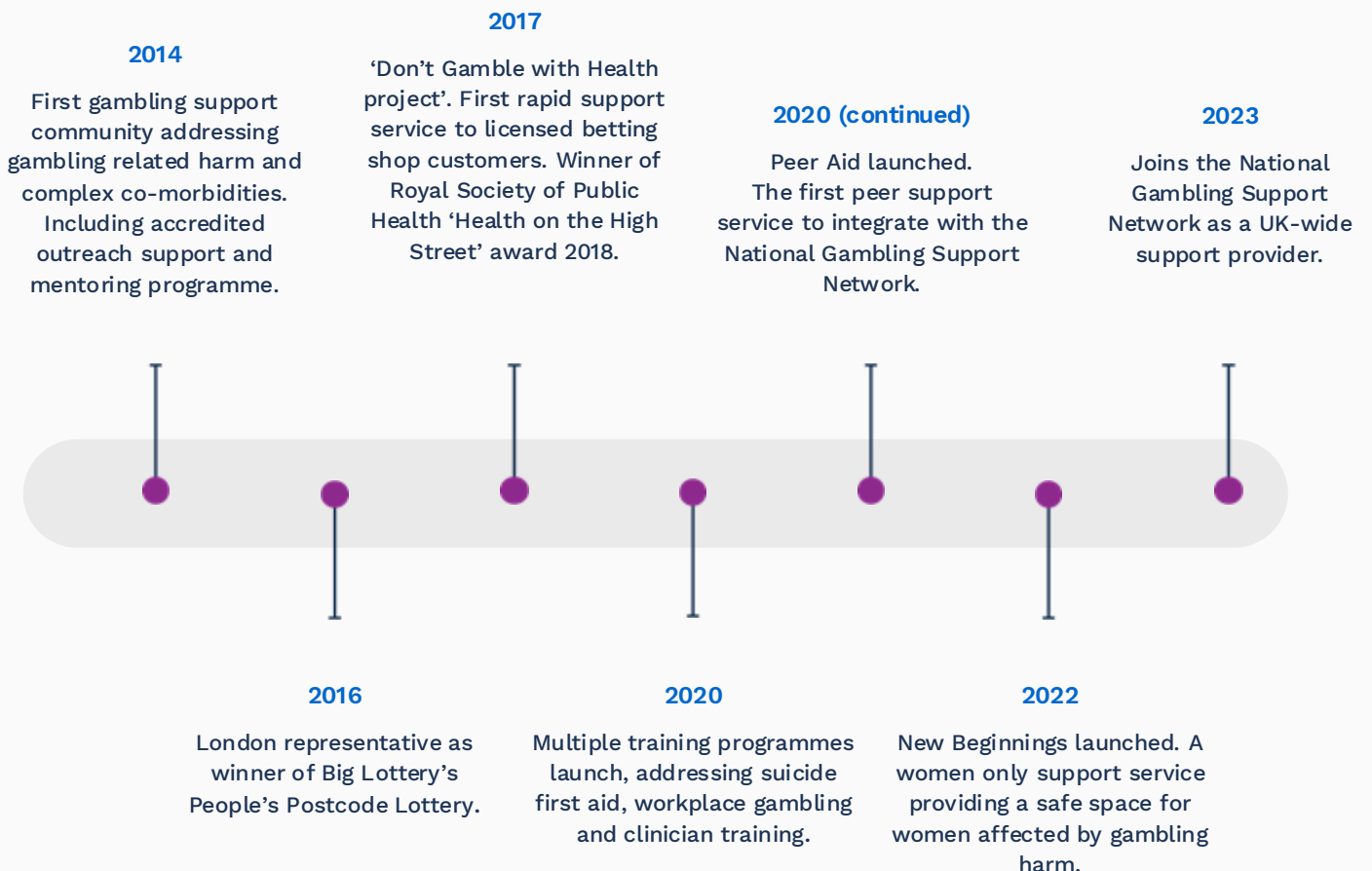
We **work locally** within communities, helping them to be aware, supported and resilient to gambling harms



We **work nationally**, within partnerships, sharing our learning and experience to support new and exciting work across the UK



We **work independently**, staying true to our mission and values, working occasionally in a shared space with different stakeholders and remain open to scrutiny and review



## Role Specifics

Location:	Remote
Line manager:	Director of External Affairs
Hours:	Full time (35 hrs pw)
Salary:	£35,000 - £37,000 (depending on experience)
Probation period:	6 months

## Role Purpose

The Digital Marketing & Website Lead will be responsible for shaping and delivering Betknowmore UK's digital presence, ensuring our website, social media, and communications effectively raise awareness of gambling harms and promote our services.

The role will play a key part in translating the organisation's work into engaging, accessible digital content, supporting service delivery, fundraising, and organisational growth. Working across teams, the postholder will ensure our digital channels reflect our values, amplify lived experience, and reach the audiences who need us most.

## The Disclosure & Barring Service (DBS) - Disclosure

Betknowmore UK aims to promote equality of opportunity for all with the right mix of talent, skills and potential. Betknowmore UK welcomes applications from diverse candidates. Criminal records will be taken into account for requirement purposes only when the conviction is relevant. As Betknowmore UK meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013) by SI 2013 1198. All applicants who are offered employment will be subject to a criminal record check from the Disclosure & Barring Service before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions.

# Job Description

## Key Accountabilities & Responsibilities

### Website Management

- Maintain and regularly update the Betknowmore UK website, ensuring content is accurate, accessible, and up to date
- Work with internal teams to upload new content, resources, and service information
- Monitor website performance and recommend improvements

### Social Media & Content Creation

- Manage and grow Betknowmore UK's social media platforms (including Instagram and Facebook)
- Plan, create, and publish engaging content aligned with organisational priorities
- Ensure content is inclusive, non-stigmatising, and reflects lived experience where appropriate

### Campaigns & Communications

- Develop and deliver digital campaigns to support services, training, and fundraising activity
- Create and manage email campaigns and newsletters
- Support internal teams to promote their work through digital channels

### Digital Growth & Performance

- Implement and monitor SEO strategies to improve visibility and reach
- Track and analyse performance across digital platforms, using insights to improve engagement
- Identify new opportunities to enhance digital presence and audience growth

### Collaboration & Project Management

- Work closely with the Creative Lead and wider teams to ensure consistency in branding and messaging
- Manage multiple projects and priorities, ensuring deadlines are met
- Contribute to the continuous improvement of digital communications across the organisation

# Person specification

## Essential

- Experience managing websites and digital content (e.g. CMS platforms)
- Experience managing social media platforms (including LinkedIn & Meta platforms such as Instagram and Facebook)
- Experience creating and delivering digital campaigns and email communications
- Strong written communication skills with the ability to tailor content to different audiences
- Ability to manage multiple priorities and work proactively
- Strong attention to detail

## Desirable

- Experience working in the charity, public health, or mental health sector
- Knowledge or understanding of gambling harms
- Experience with SEO and digital analytics tools
- Experience supporting fundraising or awareness campaigns

## Key Skills & Attributes

- Creative and able to generate new ideas
- Strong organisational and time management skills
- Collaborative and able to work across teams
- Confident working independently
- Values-led and committed to inclusive, non-stigmatising communication

## Success Measures / KPI's

- Increased website traffic and user engagement
- Growth in social media reach and engagement
- Delivery of effective digital campaigns supporting organisational priorities
- Improved email campaign performance (e.g. open and click rates)
- Positive feedback from internal teams on digital support



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