

Job Description

Title	Training and Engagement Manager: Gaming and Esports
Reports to	Programme Lead
Team	Programmes
Salary Scale	P3e £29,554 per annum
Contract Type	Permanent
Hours	Full time – 37.5 hours per week
Location	Remote (home based) with regular travel

Main Role & Responsibilities

We are looking for a dynamic Training and Engagement Manager to join our Gaming and Esports team. The successful candidate will be responsible for supporting with the development and implementation of training programmes that enhance the skills of our stakeholders, as well as fostering a vibrant community engagement strategy to boost interaction and satisfaction.

You will be responsible for stakeholder engagement within the gaming and esports space, developing long lasting relationships, providing ongoing support.

You will also be responsible for promoting and marketing the work of Ygam at conferences and events.

You will be required to arrange and deliver our City & Guilds assured workshops and our CPD accredited training, both online and face to face and provide support to delegates post training, updating all relevant records and CRM systems.

Role Requirements

Duties will include but not be limited to:

Planning

- Network and develop stakeholder relationships, leading to the recruitment of delegates on Ygam training.
- Actively engage stakeholders across relevant organisations to support and promote the work of Ygam.
- Attend networking events online and in person to promote Ygam.
- Work with the communication team to produce and deliver clear, effective, and engaging material across a range of channels.
- Plan and facilitate stakeholder engagement events, focus groups, and communities of practice.
- Develop a strong pipeline of delegates to attend the workshops delivered by Ygam, ensuring workshops are well attended.
- Identify and attend conferences, seminars, educational and organisational events on behalf of Ygam, to highlight and support our work.
- Signpost organisations to the booking page on the Ygam website.
- Support and input into the creation of workshops and resources.

Delivery

- Deliver the Ygam portfolio of workshops (online and face to face).
- Provide high quality training to a range of professionals in line with Ygam's Quality Assurance processes.
- Deliver workshops and training independently both online and face to face.
- Be responsive to delegates needs, answering questions and queries in a timely and supportive manner.
- Provide excellent customer service to delegates.

Outcomes:

- Produce robust and relevant stakeholder engagement and communication plans.
- Ensure accuracy of data utilising the CRM system.
- Achievement of monthly KPI.
- Demonstrate collaborative stakeholder engagement approach across the wider Ygam portfolio.
- Develop case study opportunities to understand the impact of the Ygam resources and training.
- Input into work with evaluators to measure impact and performance.

Learning and Development:

- Self-identify any gaps in knowledge and any CPD requirements to support your development and ongoing performance.
- Ensure all relevant CPD is completed and up to date on platforms such as Ihasco.
- Attend support sessions with line manager (both remotely and in person).
- Record performance in your monthly 1-1's with your line manager.

Administration:

- Record an audit trail of stakeholder details and engagement activity via our CRM system.
- Send out joining instructions via our CRM system to delegates prior to workshops.
- Record attendance and email delegates post workshop to gather feedback.
- Ensure all records are maintained in accordance with GDPR/data protection legislation.

Person Specification

Essential

- Stakeholder engagement experience, including the development and implementation of robust stakeholder engagement plans.
- Passionate about gaming and esports, with an in-depth knowledge of current trends and challenges in the industry.
- Exceptional organisational skills with attention to detail.
- Flexible and adaptable, capable of thriving in a fast-paced and evolving environment.
- Confident communicator with outstanding verbal and written communication skills.
- Confident public speaker with extensive training and delivery experience.
- Prior experience of selling a product or service, and experience of developing a pipeline to achieve KPIs
- Outstanding understanding of IT applications (MS Word, Excel & PowerPoint especially).
- Ability to work in a highly organised manner with a keen eye for absolute detail.
- Self-motivated, with the ability to work autonomously.
- Experience of working within a matrix management framework and the ability to work collaboratively as part of a team to meet targets.
- Willingness to travel to events and meetings with stakeholders.
- Employment rights to live and work in the UK.

Desirable

- Innovative thinker with a track record of implementing successful training and engagement strategies.
- Experience creating content, e.g. training materials, videos etc.
- Experience of developing and running campaigns to engage stakeholders, driving traffic to websites and training.
- Experience of using Canva.
- Experience of using Salesforce and Mailchimp to collect and store customer information, compliant with GDPR regulation.
- Previous experience of working within a harm prevention role.

Key Core Competencies

DRIVE

Authentic – Team Leader/Subject Matter Expert

- Takes responsibility for decisions even when they are challenged and encourages others to ask questions.
- Proactively seeks feedback in areas where lacking appropriate expertise and helps others to identify the limits of their capabilities.
- Has the courage to stand by actions and decisions.
- Is open and transparent and facilitates others to be the same.

Authentic – Functional Lead

- Works within the limits of own and the organisation's capability.
- Consistently role models professional principles, values, and personal integrity to build trust.
- Enhances the brand.

Passionate – Team Leader/Subject Matter Expert

- Remains composed in the light of adversity.

Knowledgeable – Team Leader/Subject Matter Expert

- Recognised for their specialist knowledge.
- Takes time to pass own expertise to others.
- Provides opportunities for others to learn and develop.
- Ensures that the work of others is completed to a high standard.

Knowledgeable – Functional Lead

- Creates a culture that allows individuals to learn and develop.
- Coaches and mentors others to reach their full potential.

INSIGHT

Business Aware – Team Leader/Subject Matter Expert

- Focuses on the achievement of organisational targets.
- Balances immediate issues with the longer-term picture

Gets Things Done – Team Leader/Subject Matter Expert

- Delegates appropriately
- Identifies the impact of work outputs and measures achievement against them.

Innovative – Team Leader/Subject Matter Expert

- Encourages those around them to be inquisitive and to adapt and respond to quickly changing demands.
- Helps others through periods of change.

PEOPLE

Impactful – Team Leader/Subject Matter Expert

- Anticipates the perspectives of others and addresses any of their concerns.
- Develops an influencing plan that uses a variety of approaches tailored to different audiences.
- Builds support for ideas.

Impactful – Functional Lead

- Actively influences the external environment through spotting opportunities and actively building relationships.
- Develops specific influencing strategies targeted towards different individuals, groups, or parties.

Collaborative – Team Leader/Subject Matter Expert

- Empathises with others' perspectives to facilitate successful teamworking.
- Instigates collaborative activities to improve relationships and organisational performance.
- Engages in difficult conversations where necessary.

Collaborative – Functional Lead

- Advocates for and defends a culture where everyone is valued and respected.

Connected – Team Leader/Subject Matter Expert

- Supports networking capability across Ygam.
- Considers the emotional drivers and responses of individuals when making decisions and taking action.
- Manages stakeholder relationships and processes, maintaining an appropriate level and degree of contact.
- Uses feedback to inform business plans, projects, and priorities.

Connected – Functional Lead

- Champions a culture that reinforces the importance of building and maintaining effective stakeholder relationships