

<b>Job title:</b> Senior Manager, Change and Engagement	<b>Location:</b> <i>Insert the country and/or city where the role is to be based</i>
<b>Function:</b> Product and Tech <b>Reports to:</b> Head of Performance Operations	<b>No. of direct reports:</b> 0 <b>No. of non-direct reports:</b> 0
<b>Budgetary responsibility:</b> None	<b>NGR/P&amp;L:</b> None
<b>Purpose of role</b>	
<p>We're Entain. Our vision is to be the world leader in sports betting and gaming entertainment by creating the most exciting and trusted experience for our customers, revolutionising the gambling space as we go. We're home to a global family of more than 25 well-known brands, and with a focus on sustainability and growth, we will transform our sector for our players, for ourselves and for the good of entertainment.</p> <p>This role will be pivotal in making the transformation and evolution of Entain's Product &amp; Technology department into a world-class Product-led organization a reality.</p> <p>We are committed to revolutionizing the industry with cutting-edge solutions and are seeking a Change and Engagement Manager to spearhead strategic initiatives, ensuring seamless transitions and effective change communication throughout the Product &amp; Technology organization.</p>	
<b>Key responsibilities</b>	
<p>Main:</p> <ul style="list-style-type: none"> <li>• Partnering with the Product leadership team and the Performance team to define and execute change management strategies for organizational transformations.</li> <li>• Collaborate with cross-functional teams to identify change impacts, assess readiness, and develop mitigation plans.</li> <li>• Create and implement change management methodologies to drive adoption, minimize resistance, and maximize employee engagement throughout the change journey.</li> <li>• Foster a culture of change resilience and innovation across the P&amp;T organization.</li> <li>• Develop and execute a cohesive change communication and engagement strategy aligned with key initiatives, ensuring consistent and effective messaging.</li> <li>• Develop and execute engagement initiatives that will support with the launch and embedding of new organisational design, ways of working and performance frameworks.</li> <li>• Craft compelling and targeted change communication narrative that keeps our people informed, engaged and connected so they can perform at their very best.</li> <li>• Utilize various internal communication channels to reach diverse audiences and promote understanding of technological advancements and organizational changes.</li> <li>• Actively build great relationships with key stakeholders across the P&amp;T organization and the wider business (including leadership, project teams, and employees) to develop a strong understanding of our priorities, challenges and audiences.</li> <li>• Provide guidance and support to leadership in communicating change visions and fostering a supportive environment for change adoption.</li> <li>• Engage with stakeholders at all levels to ensure clear and transparent communication about project milestones, goals, and impacts.</li> <li>• Demonstrate ability to challenge and influence at all levels of the business in a positive and respectful way.</li> <li>• Collaborate closely with Internal Comms, HR, training, and other departments to align change efforts with onboarding, talent development and skill enhancement programs.</li> </ul>	
<b>Specialist skills and experience</b>	



**Essential:**

- Previous experience in change and engagement roles in fast and complex organisations.
- Extensive experience in Change and Transformation Management, with proven ability to plan, communicate, implement, and support the smooth transition of individuals and organizations through periods of significant change, ensuring successful adoption and minimal disruption.
- Expert in Project/Programme Management, planning, organising, and overseeing tasks, resources, and timelines to achieve specific objectives and deliver successful outcomes within a defined scope.
- Proficient Technical Acumen, to effectively communicate with development teams and understand technical constraints.
- Strong and demonstrable leadership skills, evidenced through experience in previous roles of a similar stature and nature.
- Strategic thinker, thinking beyond immediate tasks to contribute to long-term strategy and vision.
- Proven experience of delivering high impact employee engagement and change initiatives across diverse audiences to drive understanding, sentiment, and behaviour.
- Strong communicator with the ability to understand and share complex information and ideas in a way that our people can relate to.
- Adept in Stakeholder Management

**Desired:**

- Knowledge and experience of the Gaming or technology Industry

**Competencies / behaviours**

- Exceptional communication skills
- Stakeholder engagement: Builds effective working relationships
- Collaboration: Communicates effectively with a positive impact
- Builds capability: Invests in developing oneself (and others)
- Analytical thinking: Thinks critically, providing well-reasoned insights through a commercial lens
- Sets direction: Contributes to a clear direction for the business
- Agility: Quickly adapts and remains flexible while managing risks
- Drives performance: Continually raises the bar for oneself (and others)
- Acts with integrity: Takes ownership and does the right thing
- Delivers results: Plans for success and gets the job done

**Diversity and equal opportunities:**

As a global employer, Entain is committed to providing a safe, fun, and inclusive culture where our people feel like they truly belong.

We are a multicultural business that values, celebrates and respects individual differences, so whatever your sexuality, gender, gender identity, ability, age, race, religion or belief, you will have a voice here, and the space to do your best work.

Our diverse internal networks provide the support for you to express your views and make a positive difference, all for the good of entertainment.



For the good of entertainment