



Job Description

JOB TITLE:	Head of Lotteries and Raffle
REPORTS TO:	Executive Director of Individual Giving and Lotteries
DIRECTORATE:	Individual Giving and Lotteries
LOCATION:	Rochester City Airport
CONTRACT TYPE:	Permanent
HOURS & DAYS:	Full-time, Monday to Friday, 37 hours
KEY STAKEHOLDERS:	All Head of roles throughout Income Generation
SALARY RANGE:	£37,000 - £45,000

MAIN PURPOSE OF THE ROLE:

The purpose of this role is to lead the charities Lotteries and Raffles team which has the goal of generating and inspiring support from both new and existing supporters. This person will advance existing products and campaigns towards their full potential as well as develop new campaigns and activity that drive growth, retention and engagement. In doing so, they will act as a key support to the Executive Director of Individual Giving and Lotteries in ensuring that the department achieves its income generation goals.

The post-holder will have proven experience delivering income growth through prize-led fundraising delivering both tactical and long-term improvements.

They will also have experience managing teams, priorities and operational budgets, along with motivating, developing and retaining staff. An understanding of both online and offline fundraising along with a keen eye for detail will be key ingredients for success.

MAIN RESPONSIBILITIES:

- Develop a clear vision and strategy to deliver sustainable income growth within the prize led fundraising channel.
- Drive and oversee all day-to-day activity around lotteries and raffles, ensuring campaigns are effectively coordinated and that broader teams are enabled to support delivery.
- Proactively find ways to increase the efficiency of lottery and raffles as products by developing and testing new approaches to player acquisition, retention and engagement.
- Take ownership of and oversee day-to-day lottery administration processes.
- Working with the Head of Supporter Services ensure an exceptional welcome experience for new supporters and work collaboratively to ensure that ongoing processes for thanking are effective
- Manage external suppliers ensuring that expected quality and service levels are maintained whilst cultivating a culture of a mutually beneficial partnership.
- Supported by the Executive Director of Individual Giving and Lotteries ensure compliance of the KSS lottery activities against the charities Gambling Commission license conditions
- Ensure that the operations of the entire income stream, including those delivered by external parties, adhere to guidance and legislation set out by associated regulatory bodies. This includes but is not limited to the Gambling Commission, Charity Commission, Fundraising Regulator and Chartered Institute of Fundraising best practice guidelines
- Partner with colleagues within the broader Income Generation and Marketing and Communications Teams to ensure consistency of the charity's brand and message within the department's activities
- Coach and manage team and others to ensure that KSS has a high performing prize led fundraising function
- Give and seek feedback, hold team accountable for results and drive change by inspiring others

OTHER GENERAL DUTIES:

1. When working at our office:

- Welcome visitors and assist them in the appropriate manner
- Observe and adhere to office procedures
- Respect confidentiality of all information obtained whilst working for the charity

2. To contribute to the functioning and morale of the team, whilst conducting yourself in a professional and efficient manner.

3. Be an organisational representative across various forums and networking opportunities

Other duties as may be required from time to time on behalf of the charity.

This role profile will be reviewed and updated as necessary

PERSON SPECIFICATION

				Assessed Via		
About You	Key Requirements	Essential	Desirable	Covering Statement	CV	Interview
Specific Experience	Experience of delivering income growth within Individual Giving through prize led fundraising, whilst delivering excellent service to all donors	X		X	X	X
	Working experience of using digital marketing and social media networks and technologies to support Lotteries and Gaming campaigns		X	X		X
	Practical experience collecting and using data to monitor campaigns and make evidence-based recommendations	X		X		X
	Experience of using databases to input, update and extract supporter or customer data	X		X		X
	Experience of leading and managing teams, and motivating, and developing team members.	X		X	X	X
	Experience of managing operational budgets		X		X	X
	Experience of coordinating activities across different teams.	X				X
	Experience of working or volunteering in the charity environment		X		X	X
Specific Knowledge	Demonstrable knowledge of implementing successful Lotteries and Gaming strategies, processes and campaigns.	X		X		X
	Knowledge of Gift Aid		X		X	

	Knowledge of GDPR and Fundraising Code of Practice as they relate to Direct Marketing and able to appropriately raise areas of non-compliance	X		X	X	X
	Knowledge of Gambling Commission LCCP and how they related to Society Lotteries and able to appropriately raise areas of non-compliance		X	X		X
	Understands how to both lead and manage Campaigns	X				X
Skills & Abilities	Proven ability to work collaboratively and in partnership with internal stakeholders	X		X		X
	Strong report writing and presentation skills		X	X	X	
	Excellent interpersonal skills and communication skills	X		X		X
	The ability to work independently and as part of a larger team	X				X
	Ability to project plan, monitor, evaluate and innovate internal practices.	X		X		X
	Ability to identify and deliver both tactical and long-term improvements for the organisation, resulting in improved effectiveness and efficiency.	X		X		X
	Ability to manage changing priorities and multi-task to meet challenging deadlines	X		X		X
	A skilled relationship builder, who can influence at all levels, internally and externally	X		X		X
	Ability to understand and embrace brand and values	X		X	X	X
Qualification and Training	Evidence of on -going professional development	X			X	
	Relevant professional qualifications or equivalent knowledge (such as a Gambling Commission Personal Management License)		X		X	

Other Requirements	Ability to work outside of core hours including weekends as and when required	X		X		X
	Ability to work from both KSS bases as and when required	X		X		X
	Ambition, passion, and drive to put our supporters at the heart of everything we do	X				X
	Must be self-motivated, proactive, and enthusiastic	X				X
	Demonstrable interest in fundraising and the not-for-profit sector	X				X

