

JOB DESCRIPTION

TITLE OF POST: Lottery Development Officer

ACCOUNTABLE TO: Individual Giving Manager

JOB PURPOSE: To oversee the management and administration of the Bluebell Wood lottery and to work with the IGM to plan and implement a strategy to increase lottery membership.

To raise income and awareness across the Bluebell Wood catchment area to agreed Key Performance Indicators.

MAIN DUTIES & RESPONSIBILITIES:

- Work alongside the IGM to develop and implement a strategy to ensure long term and sustainable growth of Prize-led income
- Working on agreed KPIs and income targets for the lottery by increasing membership and reducing attrition
- Carry out end-to-end management of the charity's lottery and gambling product portfolio (including weekly draw, raffles, wedding favours, gift cards etc.)
- Support the diversification of our gambling portfolio by introducing new products to the relevant audience
- Create, manage and evaluate innovative and thought-provoking campaigns to increase lottery income, working with the Marketing and Communications Team to achieve this
- Lead and co-ordinate all lottery related project work
- Responsible for the compliance of daily income upload and general administration of the lottery
- Establish, manage and maintain correct procedures and paperwork, in accordance with the Gambling Commission
- Ensure that all lottery activity complies with national and local law, and with the Gambling Commission and Institute of Fundraising codes of practice
- Provide the necessary returns to the Gambling Commission
- Ensure the lottery function complies with Bluebell Wood financial procedures
- Working with IGM, implement agreed donor journeys for lottery players maximising the lifetime value of every supporter
- Manage all communication and enquiries from our lottery supporters, including complaint handling, ensuring that the Supporter Engagement Team are skilled to handle these enquiries.
- Ensure that all communication with lottery supporters is captured through the Fundraising database CRM System and that all donors are thanked timely and efficiently
- Responsible for the recruitment, training and development of volunteers and canvassers for the lottery
- Work alongside the IGM to prepare budgets and reports as required
- Ensure that any relevant software is up to date, and that the membership database complies with relevant data protection laws
- Work with other members of the fundraising team including volunteers to enable them to promote lottery membership and products effectively

Other

- Work alongside other members of the team to develop new fundraising initiatives, attend team meetings, plan and budget.
- Identify opportunities for colleagues in fundraising and throughout the hospice and pass these on as appropriate.
- Ensure fundraising remains within legal constraints and pays attention to health and safety.
- Work positively and proactively with our volunteer supporters.

GENERAL

All Bluebell Wood employees are required to:

- Abide by the Health & Safety at Work Act
- Adhere to policy and procedures around safeguarding children and young adults
- Respect confidentiality applying to all Hospice areas
- Work within Hospice policies and procedures
- Demonstratable understanding and application of the provisions of GDPR
- Comply with the Hospice no smoking policy
- Participate in and contribute to team meetings
- Co-operate and liaise with colleagues
- Behave in a professional manner at all times
- Act as an ambassador for Bluebell Wood Children's Hospice, reflecting the objectives and values, and to always work in the best interests of the charity.

MANAGERS OF VOLUNTEERS AT BLUEBELL WOOD ARE EXPECTED TO:

- Recruit a team of volunteers to assist with the running of the department
- Manage, coordinate, supervise and train the volunteers
- Ensure a sufficient number of volunteers are engaged in order to maintain the expected level of service
- Complete working spreadsheets on a weekly/monthly basis, including planned absentee and holiday cover
- Allocate appropriate work schedules to volunteers, to meet the needs of the business
- Carry out effective inductions for new volunteers in your team
- Lead and guide volunteers, providing the support needed to maintain morale and enable them to work effectively
- Supervise your volunteers appropriately in their day-to-day work and actively work to recognise the work that they do
- Ensure your volunteers have access to some personal time with you on a regular basis
- Ensure that your volunteers have an annual opportunity to reflect on their volunteering role with you
- Support appropriate volunteer learning and development within your team
- Communicate effectively with your volunteer team

All Bluebell Wood employees are expected to:

- Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence
- Support and encourage harmonious internal and external working relationships
- Make a positive contribution to fundraising and raising the profile of the Hospice

This job description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.

Date of issue: 04/10/2022

Review date: 04/10/2023

PERSON SPECIFICATION

CRITERIA	STANDARD	E or D*	MEASURED BY
Qualifications/ Training	Good levels of literacy, numeracy and general education	E	A,C
Experience	Background in fundraising or sales	E	A,I
	Proven experience of building relationships	D	A,I
	Proven record of achieving financial targets & Return on Investment	E	A,I
	Experience of working in lottery fundraising	D	A,I,P/T
	Experience of preparing financial reports	D	A,I
	Understanding of the law in relation to gambling	E	A,I,P/T
	Experience of managing innovative campaigns to increase income	D	A,I,P/T
	Experience of working with Marketing Teams	D	A,I
	Understanding of direct mail campaigns	D	A,I
	Experience of co-working with external agencies – e.g., canvassing companies	D	A,I

Skills/Knowledge	Ability to work on own initiative	E	A,I,
	Ability to communicate effectively with staff, volunteers, children, young people and families	E	A,I
	Proven track record of income generation	E	A,I
	Competence in Microsoft Office packages including Teams, Word, Excel, PowerPoint And video conferencing such as Zoom	E	A,I,P/T
	Knowledge and understanding of fundraising CRM Systems	D	A,I,
	Excellent personal organisation skills, including time and workload management	E	A,I
Personal Qualities	Confident and assertive	E	I
	Cheerful and positive outlook and attitude	E	I,P/T
	A good negotiator and communicator	E	I,P/T
	Flexible and adaptable to change	E	A/I
Other	Legally entitled to work in this country	E	I,D
	Ability to travel around the catchment area of Bluebell Wood	D	A,I

***Essential or Desirable**

A	Application	C	Certificate	I	Interview
D	Document check	P/T	Presentation/Task		