



THE HOSPICE LOTTERY PARTNERSHIP

JOB DESCRIPTION

JOB TITLE: Marketing Manager

REPORTING TO: Chief Executive

JOB PURPOSE

The Marketing Manager is responsible for executing effective marketing and promotional activities by developing and implementing strategies. They will oversee marketing and campaign plans to drive business growth and income generation whilst ensuring compliance with all regulatory requirements.

DUTIES AND RESPONSIBILITIES

- Drive improvement and innovation in player engagement to maximize lottery income generation.
- Lead on the implementation of a multi-channel marketing strategy, ensuring brand consistency across all channels.
- Line Management with a key focus on developing skills.
- Coordinate data reports with analysis, extracting data as required for B2C direct marketing campaigns, campaign planning, and evaluations.
- Lead on the delivery of an effective player journey programme with the aim of fostering support via innovative strategies.
- Collate, analyse, and present statistical information as required.

SUMMARY OF ROLE

Take ownership and lead development of marketing initiatives to enhance brand awareness, drive customer engagement, and achieve business objectives. Manage multi-channel campaigns and analyse performance to ensure ROI. Collaborating closely with stakeholders, you'll also identify opportunities to innovate, expand market reach, and maintain a competitive edge. This role demands creativity, strategic thinking, and strong leadership skills to drive impactful results in a dynamic market environment.

- Lead the team to develop and implement marketing strategies and campaigns to maximise revenue growth through increasing sales and the ongoing retention of players.
- Monitor and analyse marketing and sales data to identify marketing opportunities for improvement and growth.
- Lead the team in the development of promotional materials.
- Proofread and approve marketing communications and collateral.
- Lead website management to develop the user experience journey and promote sales of lottery products.
- Stay informed about emerging technological advancements and evolving regulatory requirements.

- Prepare marketing reports for the Chief Executive and Board of Directors, detailing performance, challenges, and opportunities.
- Use data and analytics to provide insights and recommendations for improving marketing performance.
- Manage the marketing budget, ensuring effective allocation of resources to meet marketing ROI and submit proposals and requests for marketing investment where required.
- Monitor expenses and optimise spending to achieve financial objectives.
- Ensure that all legal, company and Gambling Commission processes and procedures are followed, and compliance obligations are met including those established by the Information Commissioners Office, Advertising Standards Authority, GDPR and Data Protection Act 2018 to ensure all communications are compliant.
- To maintain good communications with all The Hospice Lottery staff and volunteers, and partner charity staff.
- Attend and contribute to internal and external meetings as directed.
- To carry out any other duties as may be reasonably required from time to time.