

I	<p>Job Title: Lottery Sales Manager</p> <hr/> <p>Responsible to: Lottery Manager</p> <hr/> <p>Location: St Giles Hospice Lottery Office (based at St Giles Hospice, Fisherwick Road, Whittington, Lichfield, WS14 9LH)</p> <p>St Giles Hospice is a registered charity offering high-quality specialist care free of charge for people living with diseases which may not be curable as well as providing support for their families and carers.</p> <p>Services include a team of community-based St Giles clinical nurse specialists, two state of the art in-patient facilities, Day Hospice, Hospice at Home, Bereavement and Family Support, and an internationally renowned Lymphoedema Clinic.</p> <p>Patients come from across the hospice's catchment area, which ranges from Ashby-de-la-Zouch and Atherstone in the east, to Cannock and Walsall in the west – and from Burton and Uttoxeter in the north, to Sutton Coldfield and Coleshill in the south.</p> <p>Care is offered at the hospice's centres in Whittington, Sutton Coldfield, Walsall and in patients' own homes across the region.</p> <p>We receive funding from the NHS but primarily we rely on fundraising activities and legacies, together with trading activities (31 Shops, Lottery and other trading) to support our work. We employ more than 400 people across a broad range of roles – from direct patient care to fundraising and administration as well as support from over 1500 volunteers to provide our services.</p> <p>St Giles Hospice Lottery is a wholly-owned subsidiary of St Giles Hospice.</p> <p>St Giles started a weekly lottery in 1997 and in 21 years, this has generated over £18 million to support the work of the hospice. We also run additional bumper raffles and other games. Our lottery's continuing success is underpinned by the support of the local community and the work and dedication of our lottery team. Our lottery currently nets over £850,000 per annum, paying for the care of 1 in 10 of our patients, and is one of the largest and most successful hospice lotteries in the UK. The role of our sales team is key in both maintaining and growing the number of lottery players and ensuring our continued levels of profitability and sustainable income in order to support the continued delivery of vital hospice care and services in our local community.</p>
II	<p>Job Purpose: To effectively manage a lottery sales team, to meet weekly, monthly & annual targets of quality lottery play sales and raise funds for the hospice, contributing to long term and sustainable growth of the lottery business.</p>
III	<p>Job Activities will include:</p> <ul style="list-style-type: none"> • Effectively line manage coach, develop the lottery sales team to drive increased revenue and the sales of lottery products at various events and venues; including completing 121s & annual appraisals to monitor performance. • Support the sales team by attending sales events to sell lottery and represent the hospice • Maintain your knowledge of relevant legislation (Fundraising, Gambling, Data Protection etc.) to ensure we remain legally compliant and that lottery sales activity is carried out within current legislation and any relevant codes of practice. • Recruit new sales representatives & agencies when appropriate • Manage the relationship with any external sales agencies • Review and develop the events strategy to ensure sales resources are being utilised effectively • Monitor & evaluate your team's sales performance to ensure resources are utilised in the right places at the right times

- Work with the sales team and the lottery sales administrator to ensure events, venues are planned in advance and the sales team calendar is kept up to date
- Identify promotional opportunities to maximise lottery exposure within the community and to identify and book new sales venues, events
- Work collaboratively with the wider Income Generation team to identify events and venues for the lottery team to attend and to identify areas of inter-departmental working.
- Monitor the health and safety of the sales team, including ensuring adequate lone working procedures are in place and act as their key point of contact
- Contribute to the setting of sales targets and assist in the preparation of the annual sales budget with the Lottery Finance Manager & Lottery Manager.
- Monitor performance against budget, analyse factors affecting sales performance and adjust the sales strategy accordingly
- Carry out quality calls on recruited new lottery plays as required
- Deal with and respond to sales complaints in line with hospice procedures
- Oversee the preparation of information required for the processing of sales salaries
- Line manage the Lottery Sales Administration Officer and ensure that all sales paperwork is completed accurately and submitted to agreed deadlines and any money collected is appropriately recorded and reconciled
- Ensure the team's work is delivered to a high standard, leading by example
- Understand and show consideration of wider organisational implications of your own and your team's work
- Keep up to date with the work of the hospice and service developments and ensure the sales team are kept updated
- Attend and contribute to lottery management meetings, team meetings and regular update meetings with the Lottery Manager
- Hold regular team meetings to ensure sales team are kept up to date with communications & developments
- All activity and duties are to be undertaken in accordance with St Giles Hospice Lottery standard policies and procedures.

Note: 'Lottery' can refer to Weekly Lottery, Raffle, Single Tickets and other lottery products

This is not a definitive list of the role and responsibilities. The position will require you to be flexible, and above all have a supportive approach as a member of a team.

IV

Main Terms & Conditions of Employment

- Salary: Dependent upon experience
- Contributory group pension scheme (with up to 8% matched contribution) or auto enrolment
- Holiday Entitlement: FT 21 days (rising with service to 29 days) plus 8 bank holidays
- Hours: Full Time 37.5 hrs
- Hours of work: Flexible to meet the needs of the business generally within the following parameters : Mon – Fri 09.00 – 20.00 and Sat – Sun 09.00 – 18.00
- Places of work : office based 2 to 3 days per week / field based 2 to 3 days per week
- This role requires unrestricted use of a car – insured for business use for which reasonable business mileage is claimable (currently 40p per mile up to 10,000 miles pa and 25p over 10,000 miles pa)
- This post is offered with an initial **6 month probation period.**

- Permanent contracts are offered subject to the employee successfully completing Lottery basic training and achieving our minimum required standard within the probationary period.
- This post is subject to a Disclosure and Barring Service (DBS) Check
- Occupational health check will be required prior to employment.

V PERSON SPECIFICATION - Please make reference to this person specification in your job application and, in particular, demonstrate how you meet the essential criteria for the role.

Essential criteria:

- A minimum of 2 years' relevant experience in a sales environment
- Previous experience in a front line sales role
- Strong management and leadership skills with proven track record of achieving targets
- Evidence of performance management experience with the ability to deal with under performance in a supportive and motivational manner
- Excellent interpersonal and verbal communication skills
- Empathetic, compassionate and caring
- Ability to present clear & concise reports and analysis
- Computer literate – including Excel, Word & Outlook
- Strong ability to network, prospect and convert new business opportunities
- Good standard of Numeracy with the ability to create reports
- Good standard of English literacy with the ability to write basic letters & reports
- A positive and committed attitude to work
- A proactive and supportive approach to working as part of a team
- Understanding of the responsibilities of dealing with confidential information
- Experience of setting and working to budget
- Excellent time management & planning, working to deadlines
- Confident, friendly and articulate manner
- Experience of liaising, working collaboratively, relationship building with external agencies & other organisations
- Able to communicate effectively with range of audiences, able to adapt style and communication method appropriately
- Aware of impact of own behaviour and communication style on others.
- Ability to drive and have use of a car with a full UK driving licence (maximum of 6 penalty points)

Desirable criteria:

These are not essential requirements for the role but it may assist your application if you are able to demonstrate any of the following skills and experience.

- Experience of working in a similar role in a charity, fundraising or lottery environment
- Understanding of Data Protection Legislation
- Understanding of gambling, lottery & fundraising legislation
- Local knowledge of all or part of the Hospice catchment area
- Advanced IT skills – e.g. PowerPoint
- Knowledge of Health & Safety