

I	<p>Job Title: Lottery Sales Manager</p> <p>Responsible to: Lottery Manager</p> <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 (30 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:</p> <p>To manage a lottery sales team, to meet weekly, monthly & annual targets of sustainable lottery 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> <p>Sales management:</p> <ul style="list-style-type: none"> • Line manage and develop the lottery sales team to drive increased revenue and the sales of lottery products at various events and venues (including completing 121s, team meetings and annual appraisals in line with hospice policy), ensuring the team's work is delivered to a high standard. • Manage the relationship with any external sales agencies. • Recruit new sales representatives & agencies as required. • 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 • Attend sales events as required to sell lottery and represent the hospice.

Promotion, events & venues:

- Review and develop the events and venues strategy to ensure resources are being utilised effectively.
- Identify promotional opportunities to maximise lottery exposure within the community.
- Build relationships with local businesses to develop new sales venue opportunities.
- 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.
- Monitor the door-to-door canvassing calendar, ensuring resources are being used in the most appropriate postcode areas at the right times.

Performance, finance & budgeting:

- Monitor & evaluate team performance to ensure resources are utilised in the right places at the right times.
- 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
- Oversee the preparation of information required for the processing of sales salaries.

Working with colleagues:

- 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.
- Attend and contribute to lottery management meetings, team meetings and regular update meetings with the Lottery Manager.
- Understand and show consideration of wider organisational implications of your own and your team's work.

Other:

- Carry out quality calls on recruited new lottery plays as required.
- Deal with and respond to any sales complaints in line with hospice procedures.
- Keep up to date with the work of the hospice and service developments and ensure the sales team are kept updated.
- Ensure all activity and duties are to be undertaken in accordance with St Giles Hospice Lottery standard policies and procedures.
- Maintain knowledge of relevant legislation (Fundraising, Gambling, Data Protection etc.) to ensure that lottery sales activity is carried out within current legislation and any relevant codes of practice.
- Monitor the health and safety of the sales team, including risk assessment, ensuring adequate lone working procedures are in place and acting as a key point of contact

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

- Starting salary: Dependant on 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
- Places of work: office based 2 to 3 days per week / field based 2 to 3 days per week

- Hours: Full Time 37.5 hrs with some flexibility to meet the needs of the business but generally within the following parameters: Mon–Fri 09.00–20.00 and Sat/Sun 09.00–18.00
- This role requires unrestricted use of a car, insured for business use. Reasonable business mileage is claimable (currently 40p per mile up to 10k miles pa and 25p over 10k 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 management role
- Previous experience in a front line sales role
- Strong management and leadership skills with proven track record of achieving targets
- Performance management experience
- 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
- Ability to drive and have use of a car with a full UK driving licence

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 fundraising, gambling or direct marketing
- Understanding of gambling, lottery & fundraising legislation
- Understanding of Data Protection Legislation
- Local knowledge of all or part of the Hospice catchment area