

## Job Description

Job Title	Grade/Salary
Lottery Membership Officer	£24,750-£26,700
Accountable to	Responsible for
Head of Fundraising	Volunteers

### Job Purpose and Role

Teesside Hospice exists to ensure that people with life-limiting illnesses receive the best possible care, support, and comfort. We provide specialist palliative care and work alongside families and communities to make a real difference when it matters most. Every role within the hospice contributes directly to this mission.

We are seeking a talented individual with excellent project management skills, proven customer service experience, strong communication skills and a passion to help grow the Teesside Hospice lottery in line with ambitious plans supported by Hospice leadership.

### Main Duties and key result areas

General duties	<ul style="list-style-type: none"> <li>Contribute towards a lottery strategy to maximise lottery income for Teesside Hospice, which focuses on the recruitment and retention of lottery players.</li> <li>Track income, expenditure and member retention against targets, highlighting any issues and trends accordingly.</li> <li>Manage 3<sup>rd</sup> party recruitment agencies ensuring they are promoting the hospice and lottery in a positive and appropriate manner ensuring all policies and compliance is followed at all times.</li> <li>Promote lottery products to the public using a multi-channel approach.</li> <li>Deliver, and review, member stewardship to ensure lottery members are thanked regularly and informed of the difference they are making to patient care, as well as other ways they can support Teesside Hospice.</li> <li>Work with wider Income Generation team in promoting the weekly lottery, specifically within corporate and community audiences.</li> <li>Encourage existing members to increase their level of participation in the lottery.</li> <li>Ensure that the hospice lottery is represented at fundraising events by volunteers or 3<sup>rd</sup> party canvassing agency.</li> <li>Support the development and delivery of regular seasonal prize draws, maximizing sales and awareness.</li> </ul>
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- Work alongside the Supporter Care Team to respond to lottery enquiries, providing support and cover for lottery administration when needed.
- Work with communications and marketing colleagues to develop required promotional materials.
- Represent Teesside Hospice at Hospice Lottery Association and other industry conferences/meetings with the aim to share/learn best practice for the benefit of Teesside Hospice.
- Continually look for areas to develop the lottery to aid its growth.
- Have a working understanding of relevant guidance and legislation linked to games-based fundraising such as the Gambling Act 2005.
- Complete regular checks to ensure key aspects of necessary compliance measures are in place

## Delivering to our Values

### Accountable

- Able to justify actions or decisions
- Takes personal responsibility for their actions
- Able to describe the impact of their work in a way others understand
- Welcomes feedback as an opportunity to grow and develop

### Trustworthy

- Working collaboratively with beneficiaries, colleagues, partners and supporters
- Being authentic and transparent
- Trusted to respond to needs and deliver what is expected of us
- Projecting a professional image that engenders trust

### Principled

- To adhere to professional and clinical standards
- Maintain appropriate boundaries and relationships which are built on trust and honesty
- Avoid and speak out against any actions, or behaviours, that conflict with our values or could cause harm to any stakeholders
- Demonstrate strong moral principles which embody Teesside Hospice's vision and bring our values to life
- Do the right thing even in difficult situations, and always endeavour to work effectively and efficiently to maximise results and service

### Skilled

- Having and showing the knowledge, ability or training to work well
  - Seeking opportunities to learn from a wide range of sources
  - Contributing to the provision of excellent, safe and effective care no matter what your role is in the organisation
- Ensuring that the treatment, support and services we offer are effective

### Compassionate

- *Feeling or showing kindness and concern for others*
- *Able to empathise with people who dealing with a terminal illness*
- *Being kind in use of language and behaviour*
- *Caring for others who need our support and help*

## All employees are expected to:

- Live the Hospice's values so that the highest standards of patient and customer care can be achieved.
- Be committed to diversity and inclusion of all, promote and improve service standards, so that excellence in all that we do is perused through continuous improvement.
- Contribute to development of and strive to meet departmental, team and individual targets
- Participate in the staff appraisal and development scheme, one to one performance discussions and attend identified training to ensure continuous learning and improvement
- Comply fully with the Code of Conduct, health and safety requirements, legislation, regulations, policies and procedures
- Attend meetings or provide services outside of the usual working hours where reasonably requested to do so
- Have an overall understanding of the risks and implications associated with the requirements of the role and takes appropriate action to mitigate any potential consequences.
- Embrace digital ways of working to help improve efficiency and save costs to the Charity.
- Respect privacy and dignity at all times.



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The duties outlined in within this document are not exhaustive and other duties may be expected in line with the level of the role at the discretion of the Head of Service. Teesside Hospice reserves the right to amend the job description at any time.

I have read and understand the duties required for the role.

**Signed** ..... **Date** .....

**Print name** .....



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## Person Specification

Attribute	Detail	Essential or Desirable
<b>Skills &amp; Abilities</b>	Good communication skills and confidence engaging with a variety of people.	<b>E</b>
	Pleasant, approachable and confident personality.	<b>E</b>
	Creative and innovative, with commitment to researching new fundraising and marketing opportunities.	<b>E</b>
	Excellent organisation skills and ability to prioritise different projects and tasks.	<b>E</b>
<b>Knowledge &amp; Experience</b>	Experience (voluntary or paid) in customer service, events, or community activities.	<b>D</b>
	Using databases for sales and marketing activities as well as performance reporting.	<b>D</b>
	Proven experience of meeting financial targets.	<b>D</b>
	Managing volunteers	<b>D</b>
	Experience promoting lottery and raffle products	<b>D</b>
	Understanding of the principles of fundraising and marketing and donor care.	<b>E</b>
	Competent user of Microsoft Office Packages, including Word, Excel and Outlook	<b>E</b>
	Experience of communicating to different audiences using a variety of methods (email, in-person, post, etc)	<b>E</b>
<b>Personal Attributes/ Key skills</b>	A genuine interest in fundraising, events, and the work of Teesside Hospice.	<b>E</b>
	Enthusiastic, willing to learn, and motivated to develop new skills.	<b>E</b>
	Willingness to work flexibly, including occasional evenings and weekends.	<b>E</b>
	An interest in developing a career in the charity or fundraising sector.	<b>D</b>
	Full UK driving licence and access to transport.	<b>D</b>



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