

Lottery Membership Officer

Recruitment Information Pack

November 2023



Trinity Hospice is a registered charity
providing **excellence in palliative care** across
Blackpool, Fylde and Wyre

www.trinityhospice.co.uk
Registered Charity 511009
Low Moor Road, Bispham, Blackpool, FY2 0BG

2022-23 in numbers

We cared for **1,157** patients across our families of services.

414 patients were admitted to the **In-patient Unit**

WITH AN
AVERAGE OF...
admissions



HOSPICE AT HOME

supported **67%** of all deaths at home



Bereavement
counselling
services saw
462 patients

We supported
133 children
through counselling
(including Schools Link)



THE HOSPITAL TEAM

supported **1,817** patients
supporting **25%** of all deaths in hospital

TRINITY HOSPICE'S COMMUNITY

PALLIATIVE TEAM

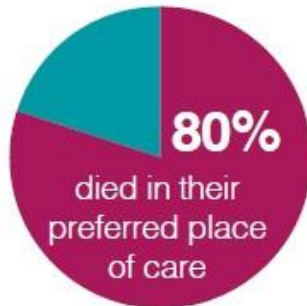
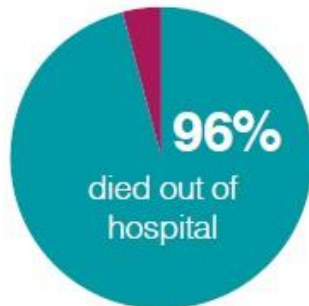
supported

1,564
PATIENTS



The number of new patients supported
with a non-cancer diagnosis was 17%

Of those patients known to the community service...



That's much more than the national average



The Children's Bereavement

Butterfly suite was used for...



THE HOSPICE SUPPORTED

242 PATIENTS

through our
Lymphoedema
service

Across all services, we supported **35%** of all deaths on the Fylde coast, as well as coaching, training and supporting other health care professionals

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Welcome

Dear Candidate,

Thank you for your interest in our current vacancy for Lottery Membership Officer to join the fundraising team at Trinity Hospice and Brian House Children's Hospice.

We are seeking a talented individual with excellent project management skills, proven customer service experience, strong communication skills and a passion to build upon the growth already made within our lottery. Working across the team you will help provide the very best donor care, whilst developing and implementing new campaigns to enable us to offer the very best possible end-of-life care for the community of Blackpool, Fylde and Wyre.

Trinity Hospice, together with our dedicated children's hospice, Brian House, is a registered charity at the heart of the Fylde Coast. Our services cost over £9million a year and we need to raise more than £5million a year from our fundraising and retail activities to care for the local families who need us today and in the years to come.

Since opening our doors on 3rd June 1985, our team of dedicated staff and volunteers has delivered high quality care to local adults and children living with a life limiting illness.

As Lottery Membership Officer you will work across the organisation ensuring all staff and volunteers feel confident in speaking about the vital difference made by our weekly lottery. You will work closely with the Database and Supporter Care team and together be responsible for the effective and professional approach to all stages of lottery administration. You will use your creativity and excellent project management skills to manage recruitment campaigns for raising awareness and funds through this vital income stream.

I hope you find this application pack useful in helping you decide whether you are the right person for this role. If you are interested in this rare fundraising opportunity on the Fylde Coast and believe you have the skills, experience and qualities we are seeking, I look forward to receiving your application which will be given careful consideration.

To apply, please send your CV and a covering letter to Julie.crooks@nhs.net.

Should you wish to discuss the role and your application further please feel free contact me on 01253 952550 or email mark.cassidy3@nhs.net.

Yours sincerely

Mark

Mark Cassidy
Individual Giving Development Manager

Lottery Membership Officer **Job Description**

| | |
|------------------------|--|
| Job Title: | Lottery Membership Officer |
| Accountable to: | Individual Giving Development Manager |
| Job Purpose: | To develop and deliver specific fundraising strategies to build and increase a lottery income, taking responsibility for the effective promotion, management and compliance for the lottery. |
| Salary: | £25,637 - £27,609 |
| Hours of Work: | 37 hours per week (part time or condensed hours considered) |
| Location: | Office based with some opportunity for home working |

Key Responsibilities:

- Contribute towards a lottery strategy to maximise lottery income for both Trinity Hospice and Brian House, which focuses on the recruitment and retention of lottery players.
- Manage 3rd 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 time.
- Deliver, and review, donor 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 Trinity Hospice and Brian House.
- Work with wider Fundraising Team in promoting the weekly lottery, specifically within corporate and community audiences.
- Ensure that the hospice lottery is represented at fundraising events by volunteers or 3rd party canvassing agency.
- Support the development and delivery of regular seasonal prize draws, maximizing sales and awareness.
- Work alongside the Lottery Administrator and Supporter Care Manager to respond to lottery enquiries, providing support and cover for the weekly draw as and when needed.
- Work with communications and marketing colleagues to develop required promotional materials.
- Represent Trinity Hospice at Hospice Lottery Association meetings/conferences and use the sharing best practice opportunity to enhance Trinity's lottery.
- Continually look for areas to develop the lottery to keep up to date with other UK lotteries.
- Alongside the Individual Giving Development Manager, track income against targets, highlighting any issues and trends accordingly.
- Provide support and cover to the Database and Donor Care team with the weekly process for the lottery draw

LOTTERY COMPLIANCE

- Develop and maintain knowledge of the Gambling Act 2005 in relation to Society Lotteries.
- Complete regular checks to ensure key aspects of necessary compliance measures are in place.
- Work with the Individual Giving Development Manager and Head of Fundraising to ensure compliance with the Gambling Act 2005.
- Ensuring that the Lottery Codes and Conditions of Practice of the Gambling Act 2005 are adhered to for all lottery related products.

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.

General Responsibilities

- To be a co-operative and supportive member of the Trinity Fundraising Team, ensuring that your line manager is aware of any issues in workload, which may affect other members of the Trinity team.
- To undertake all mandatory training as required by Trinity Hospice & Palliative Care Services and participate in appropriate in-service training as and when required.
- Maintain the strict confidentiality of all information acquired, especially with regard to patients, staff, donors and volunteers.
- To undertake an appraisal and personal development review annually and through self-development, continuously update and improve knowledge and competencies.
- To manage all volunteers used in your area and to develop effective working relationships providing regular feedback on their performance.
- To take responsibility for being up to date with current policies and procedures and to adhere to these.
- Co-operate fully in the introduction of any new technology and new methods as appropriate.
- Provide cover for colleagues as required.
- Ensure all activities comply with relevant legislation and follow best practice.
- Be responsible for adherence to Health and Safety policies and procedures.

Measures of Performance

- The successful delivery of lottery promotion and retention activities
- Contribution to department's finance targets
- Demonstration of creativity, particularly in the development of new ideas
- Demonstration of donor care
- Understanding and interpretation of campaign performance and sector trends
- Strong working relationships with colleagues and volunteers across the organisation
- Exhibiting Trinity's values and ways of working

Key Competencies

- Planning
- Creativity
- Time Management
- Communication

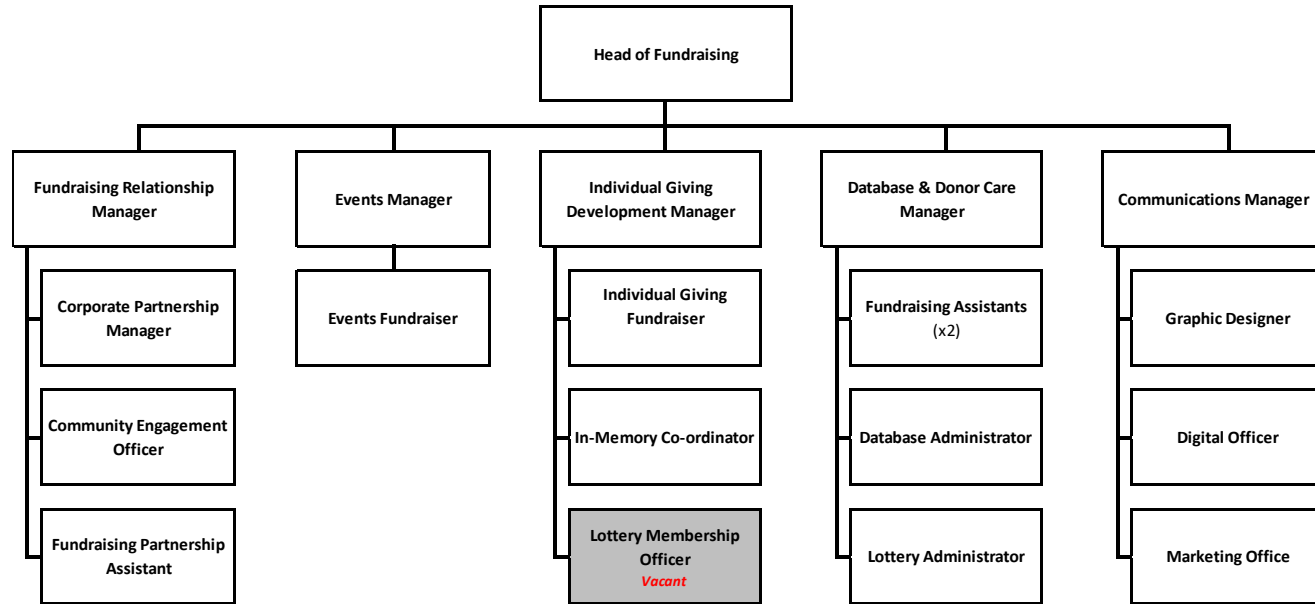
Special Conditions

- Full driving licence with full time access to your own car and appropriate business insurance
- Regular travel within the local geographical region of Blackpool, Fylde and Wyre. Mileage paid monthly
- Able to work evenings and weekends at hospice led events
- Opportunity to gain experience in areas of fundraising outside of Lottery Fundraising

Individual Giving Fundraiser **Personal Specification**

| CRITERIA | E | D | ASSESSMENT |
|---|----------|----------|----------------------------|
| Qualifications | | | |
| <ul style="list-style-type: none"> ▪ English and Maths at GCSE grade C or above (or equivalent) | ✓ | | Application form |
| <ul style="list-style-type: none"> ▪ Recognised fundraising qualification (e.g., Chartered Institute of Fundraising Qualifications) | | ✓ | Application form |
| Experience & Knowledge | | | |
| <ul style="list-style-type: none"> ▪ Understanding of the principles of fundraising and marketing and donor care. | ✓ | | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Experience of working in a charity or not for profit context. | | ✓ | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Experience of dealing with the public to raise money and promote activities. | | ✓ | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Experience of communicating to different audiences using a variety of methods (email, in-person, post, etc) | ✓ | | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Proven ability to balance a demanding work load with multiple ongoing projects and meeting tight deadlines. | ✓ | | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Proven experience of meeting financial targets. | | ✓ | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Competent user of Microsoft Office Packages, including Word, Excel and Outlook. | ✓ | | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Competent user of Databases | ✓ | | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Ability to represent the organisation and nurture relationships and networks for the benefit of the organisation. | | ✓ | Application form/Interview |
| <ul style="list-style-type: none"> ▪ Using databases for sales and marketing activities as well as performance reporting. | | ✓ | Application form/Interview |
| Personal Skills and Characteristics | | | |
| <ul style="list-style-type: none"> ▪ Excellent verbal and written communication skills and ability to communicate with a wide range of people. | ✓ | | Interview & test |
| <ul style="list-style-type: none"> ▪ Excellent organisation skills and ability to prioritise different projects and tasks. | ✓ | | Interview & test |
| <ul style="list-style-type: none"> ▪ Creative and innovative, with commitment to researching new fundraising and marketing opportunities. | ✓ | | Interview |
| <ul style="list-style-type: none"> ▪ Excellent organisational and time management skills. | ✓ | | Interview |
| <ul style="list-style-type: none"> ▪ Pleasant, approachable and confident personality. | ✓ | | Interview |
| <ul style="list-style-type: none"> ▪ Work well under pressure, with attention to detail and accuracy. | ✓ | | Interview |
| Other | | | |
| <ul style="list-style-type: none"> ▪ Full driving licence, with access to own car and appropriate business insurance. | | ✓ | Interview |
| <ul style="list-style-type: none"> ▪ Willingness to attend courses and conferences to widen understanding and skills of fundraising. | ✓ | | Interview |

Fundraising Team Structure:



Fundraising Income Channels & Targets

| | 2022-23 |
|------------------|-------------------|
| Individual | £724,400 |
| Community | £413,408 |
| Corporate | £321,500 |
| Organised events | £496,582 |
| Grants | £126,000 |
| Lottery | £729,596 |
| Legacies | £1,538,820 |
| Total | £4,350,306 |

Terms & Conditions

These terms and conditions of employment are a brief outline of the contract.

| | |
|----------------------|--|
| Job Title | Lottery Fundraiser |
| Salary | £25,637 - £27,609 |
| Annual Leave | 38 days inclusive of Bank Holidays |
| Hours of Duty | 37 hours per week (part time or condensed hours considered) with some evenings & weekends required |

| Sick leave entitlement | | |
|-------------------------------------|---------------------------|----------------------------------|
| Period of Continuous Service | Months at Full Pay | <i>Months at Half Pay</i> |
| Less than 4 months | 1 | NIL |
| Over 4 months and up to 12 months | 1 | 2 |
| During second year | 2 | 2 |
| During third year | 4 | 4 |
| During fourth and fifth year | 5 | 5 |
| After 5 years | 6 | 6 |

| | |
|---------------------------------|---|
| Probationary Period | Six months |
| Appointment | Subject to satisfactory medical examination, references, enhanced DBS, copy of qualifications where relevant and proof of eligibility to work in the U.K. |
| Benefits | <ul style="list-style-type: none"> - Free onsite parking - Subsidised onsite canteen - Generous annual leave entitlement - Purchase through salary sacrifice scheme - Childcare vouchers - Access to training and development opportunities |
| Pension Scheme | NHS Superannuation Scheme where applicable, Group Personal Pension Scheme |
| Application Closing Date | Wednesday 6 th December 2023 |
| Interview Date | w/c 13 th December 2023 |

Our five year plan for hospice care on the Fylde Coast...

Reaching everyone who needs us

Going for growth

This is an exciting time for Trinity Hospice – one full of opportunities when it comes to growing our services and reaching even more people.

Our vision is that ‘everyone on the Fylde Coast deserves access to good end of life care’ and now is the right time to invest so that we can reach everyone who needs some aspect of hospice care in our community.

Because of two years of exceptionally high legacy income our Trustees have agreed to set a deficit budget and spend an extra £600,000 each year for the next three years to expand our services and meet the massive growth in demand.

We have identified a number of growth areas, some of which call for an increased spend but others which rely more on the commitment of our greatest assets – staff, volunteers and supporters.

We’re thinking big, because we have a unique window of opportunity to increase our impact. We have the perfect launch pad too: an Outstanding CQC rating, Gold Investor in People status and a reputation for excellence in all we do.

As a local charity, the message that we must expand may seem to contradict our ongoing funding challenges: but here’s why going for growth now is so important.

- There is an unrelenting increase in demand for our services. The figures speak for themselves – our community, hospital and Hospice at Home teams see huge increases in patient numbers year on year.
- Too many local people (47%) die in hospital and for many this is not where they want to be.

It could be years before we are once more in this position and, spent wisely, our investment will bring lasting benefits, helping raise standards of care not just at the hospice, but across the wider health and social care sector on the Fylde Coast.

This is a one-off opportunity, and we will need increased support from the local community to make our enhanced services sustainable in the long term.

Expansion like this needs careful management. As we grow we must remain financially sound and never wasteful because we have a responsibility to our supporters to spend every penny wisely, and by the end of our expansion **every new activity must pay for itself.**

Enabling compassionate care and support
Improving our effectiveness
Investing in our people

Financing our future

Our Values

Our values underpin not just what we do, but how we do it! In every part of Trinity our Values speak volumes about the services we provide to patients and their families and about our relationships with supporters, suppliers, members of the public and each other.

We are always:

Caring

Adaptable

Responsible

Excellent

Socially engaged

In other words: Trinity CARES

"Enabling Compassionate Care on the Journey to End of Life"

Caring

We always

- Provide care with skill and compassion that is person and family centred.
- Truly listen in order to provide appropriate, warm-hearted and honest support.
- Place 'caring for patients and those important to them' at the heart of our actions.
- Respect and value individual differences.
- Support colleagues and volunteers at all times.
- Share our knowledge and expertise with others

Adaptable

We always

- Respond positively and flexibly to challenges.
- Strive to ensure all we do is of high quality and compliant in accordance with changing regulations.
- Work across sectors (voluntary, public, and private) to maximise our impact.
- Develop effective collaborations based on mutual respect and trust.

Responsible

We always

- Clearly communicate expectations so that everyone knows what is required of them.
- Demonstrate a 'can do' attitude and are accountable for our individual actions.
- Investigate complaints carefully and honestly to ensure continuous improvement.
- Share compliments and celebrate successes to learn from good practice.
- Ensure effective teaching and provide exceptional learning opportunities around end of life care.
- Maximise our impact by effective team working

Excellent

We always

- Develop and apply our professional expertise in palliative care.
- Encourage others to share ideas and learning.
- Aspire to provide exceptional professional performance in all roles.
- Promote learning and development for all
- Recruit competent individuals who share Trinity's values.
- Strive for improvement every day - as everyone makes a difference.
- Challenge assumptions and strive for cutting edge solutions.
- Add new knowledge through high quality audit and research.

Socially engaged

We always

- Work with our community to achieve high quality care at the end of life, for all who need it.
- Provide meaningful and satisfying employment and volunteering opportunities.
- Fund services through ethical and transparent fundraising.
- Share Trinity's expertise to benefit the wider hospice and Palliative Care community.
- Speak up for vulnerable individuals, or disadvantaged groups, who need palliative care.
- Endeavour to be environmentally and financially sustainable to benefit future generations.
- Use resources well, to maximise our shared compassionate cause.



**Trinity
Hospice**

Compassion and care



Reaching everyone who needs us

Low Moor Road, Bispham, Blackpool FY2 OBG
Tel: 01253 358881 www.trinityhospice.co.uk

The Trinity family of services:

In-Patient Unit • Hospice at Home • Day Therapy Unit • Clinical Nurse Specialists • Brian House Children's Hospice
Lymphoedema Service • Complementary Therapy • Support/counselling for grief and loss • Learning and Research Centre

