

JOB DESCRIPTION

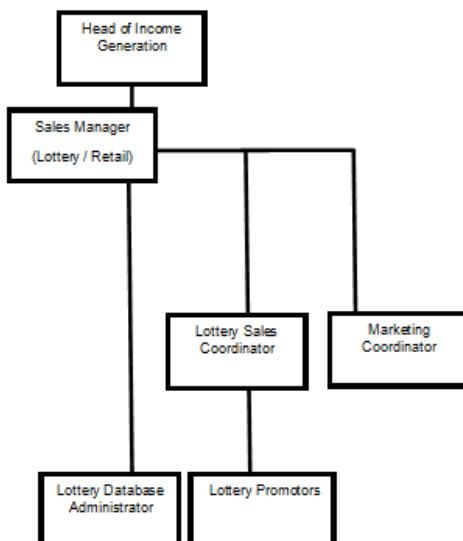
1. JOB DETAILS

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|------------------------|----------------------------------|
| Job Title | Sales Coordinator |
| Department | Income Generation – Lottery Team |
| Grade | 4 (subject to job evaluation) |
| Responsible to: | Sales Coordinator |

2. AIM

To support in the development, management and coordination of the Hospice's lottery operation and to motivate the lottery sales team to promote growth and achieve weekly, monthly and annual sales targets, maximising potential whilst delivering exceptional customer service to the lottery members and the community. To actively participate in sales activity to sell into the lottery.

3. ORGANISATIONAL CHART



4. KEY RESPONSIBILITIES

Communication and relationships

- Identify sales opportunities to promote the Win Win Lottery across County Durham. Use communication skills to create opportunities to promote the Lottery - building relationships with new and existing supporters, both individual and corporate, to support the development of the lottery and maximise income generating potential.
- Provide advice and instruction to the Lottery Promoter team to support the coordination and management of sales activities. This will include for example, regular communication with Lottery Promoters (as a team and individually) on performance to reach sales targets.
- Communicate and train the Lottery Promoter Team on lottery operating procedures including regulatory and legal requirements to ensure activities taking place are compliant with Lottery Codes and Conditions of Practice.
- Deliver induction and training to Lottery Promoters, in groups and on a one-to-one basis.
- Succinctly articulate and promote the Lottery using effective sales skills which will require using tact and persuasion.
- Communicate effectively with Lottery Promoters to motivate the team to achieve sales.
- Attend and contribute to Lottery meetings. Discuss and update on sales activities.
- To be in close contact with the Lottery Team to monitor progress against the business plan and adapt sales activities based on performance.
- Communicate the opportunity of lottery membership to the general public without pressurising or damaging the reputation of the Hospice.
- Build good relationships with local venues and increase the likelihood of return visits.
- Establish effective working relationships with external suppliers regarding canvassing and recruitment services and to ensure targets are met.
- Contact new lottery members and cancelled members to gain insights into the sign up process and reasons for any cancellations. Identify and make recommendations for improvements to the Sales Manager.
- Maintain and develop appropriate and effective levels of communication internally and externally and with all levels of seniority.
- Represent the Hospice at public speaking engagements and presentations at meetings and conferences.
- Identify publicity opportunities and supply information for press releases and marketing information for social media and publications such as Insight, our bi-annual newsletter.
- Work co-operatively with staff of the One Wish lottery.

Compliance

- Comply with the Gambling Act 2005 insofar as it relates to Society Lotteries.
- Comply with the Lottery Codes and Conditions of Practice of the Gambling Act 2005.
- Comply with the Code of Fundraising Practice.
- Comply with Ethical Fundraising Policy and Statement.

Analytical and judgemental skills

- Monitor performance of lottery sales and produce reports and analyse information to provide to the Sales Manager. For example, sales performance, development, membership, staffing, cancellations.
- Work with the Sales Manager and Lottery Marketing Coordinator to test and measure outcomes as a result of adopting different sales approaches and techniques alongside marketing activities to maximise member conversion.
- Evaluate the success of a sales activities in feedback reports to Sales Manager.
- Sell assertively but not aggressively and judge accurately when no means no. Use judgement skills to ensure that the wider Lottery Promoter Team are also adopting appropriate selling techniques.
- Monitor and analyse sales performance, exercising judgement skills to support the achievement of individual and team targets.
- Use data systems to retrieve and analyse data to inform the development of lottery sales activities.
- Be solution driven and use own initiative to weigh up and make informed decisions.

Planning and organisational skills

- Manage own time effectively and prioritise own workload.
- Develop and implement plans to acquire new lottery members through sales activities (acquisition) and to retain existing supporters (retention).
- Project manage key sales activities and campaigns and monitor results.
- Provide effective coordination to the team of Lottery promoters ensuring staffing resources are positioned effectively to maximise sales. This will include planning and organising Lottery Promoters time, activities and staffing rota's.
- Use planning and organisational skills to ensure short and longer term plans are achieved, making any adjustments to achieve targets and operational requirements.

Physical skills

- The use of a computer and keyboard is a requirement of the role.

Patient/Client Care

- Occasional ad hoc contact with people who are or have used our services or their relatives may be required.
- Communicate effectively and sensitively with the general public and with those who have been bereaved, ensuring confidentiality is maintained.

Policy and Service Development

- Make recommendations regarding service improvements to the Sales Manager.
- Hospice policies and procedures should be complied with at all times.

Financial and Physical Resources

- Takes responsibility for handling lottery payments in line with St Cuthbert's Hospice policies and procedures.
- To achieve agreed performance and sales targets and work within financial expenditure constraints.
- Ensure adherence to sales procedures and handling of donations ensuring compliance with legal and statutory regulations and codes of conducts.
- Responsible for the safe use of equipment by self and the Lottery Promoter Team.
- Responsible for maintaining stock control and security of stock.
- Report as necessary any faults re: equipment or office accommodation and ensure the safety and security of the building is met.

Human Resources

- Responsible for the day-to-day management of the lottery promoter team, including participation in the recruitment process, induction, training, performance management, appraisal, and initial stages of grievance and discipline.
- Train, manage and motivate lottery promoters to work to a high professional level through direct involvement or supervision of activities as appropriate.
- Conduct regular 1-1 meetings with staff and annual individual performance reviews (appraisals).
- Manage staff and volunteer absences and holiday cover.
- Report any Human Resource concerns to the Sales Manager.
- Undertake health and safety risk assessments to comply with the Hospice Health and Safety Policy.
- Attend mandatory training and other training courses as required and ensure that Lottery Promoters training needs are fulfilled, as required.
- To ensure lone workers have regular supervision, contact and support.
- Ensure that the Hospice lottery is represented at fundraising events.

Information Resources

- Responsible for collation of accurate lottery sales figures.
- Responsible for compliance with legal and statutory regulations.
- Adhere to Hospice Information Governance policy and procedures.
- Ensure that lottery records and paperwork are at all times secure.

Research and Development

- Continually look for ways to improve the quality of the service one provides to members to support lottery growth.
- Represent St Cuthbert's Hospice at meetings/conferences and use the sharing best practice opportunity to enhance our own lottery.
- Look for areas to develop the Hospice lottery to keep up to date with other UK lotteries.

Freedom to Act

- Work on their own initiative overseen by the Sales Manager.
- Management of own workload deciding when reference to the Sales Manager is required/appropriate.

- Adopts a flexible approach with the ability to work using own initiative as well as working with other team members and volunteers.
- Act professionally at all times as an ambassador of the Hospice.

EFFORT & ENVIRONMENT

Physical

- Able to play an active role in the running of events, including setting up stalls and tables, delivering and unloading lottery support materials; assembling stands, gazebo's and promotional displays.
- Frequent requirement to undertake promotional activities which may require long periods of standing or walking.
- Able to work at a computer desk for long periods (i.e. more than half a day).

Mental

- Attention to detail is a vital part of the job role.
- Concentrate on occasions and adapt to changing work requirements throughout the working day.

Emotional

- Exposure to distressing or emotional working conditions is rare; however this may occur when spending time with a donor, guest or relative. Should the occasion arise support and advice will be offered.

Working Conditions

- Sales and promotional work is often done outdoors and therefore on occasions in adverse weather conditions.

Data Protection and Confidentiality

- All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the Data Protection Act 1998 are applied to patients, clients, staff, volunteers and Hospice business information, including electronic information. Only information required to fulfil the duties of the role should be accessed by the post holder.
- All employees have a responsibility to use electronic systems in a way that preserves the dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and Hospice policies and procedures

Health and Safety

- The Hospice will take all reasonably practical steps to ensure the health, safety and welfare of its employees while at work. Employees will familiarise themselves with the Health and Safety Policy and procedure as well as the fire procedures and ensure a safe working environment for self and others in line with these.

Safeguarding

- All employees within the Hospice have a responsibility for, and is committed to, safeguarding and promoting the welfare of children and vulnerable adults and ensure they are protected from harm.
- All employees should make themselves aware of the policies and procedures of safeguarding, take personal responsibility as far as is reasonably practicable, to safeguard children and vulnerable adults, complete statutory and mandatory training and take appropriate action as set out in the Hospice's policies and procedures.

Infection Control

- All employees have a responsibility to ensure the risk of infection to themselves, colleagues, patients, relatives and visitors is minimised by:
- Attending mandatory training and role specific infection prevention education and training
- Challenging poor infection prevention and control practices
- Ensuring their own compliance with Hospice Infection Prevention and Control policies and procedure.

Equal Opportunities

- The Hospice welcomes all persons without regard to race, religion or belief, age, gender re-assignment, sex, sexual orientation, pregnancy or maternity, marriage or civil partnership, physical or mental disability. The Hospice aims to provide services in a manner that enables all members of the community to access them.
- Employees must behave in a non-judgemental manner that respects the differing needs and cultures of others.

Note: This post is deemed to require a Disclosure check via the Disclosure and Barring Service. Therefore it will be necessary before the appointment to contact the DBS to check on any relevant criminal background.

This job description is not intended to be an exhaustive list of duties and responsibilities of the post and the post holder may be requested to carry out duties appropriate to the grade of the post.

The post may change over time to meet organisational/personal requirements, and this job description may be changed after consultation with the post holder

Some Flexibility in the hours worked will be essential at times to meet demands placed on our service.

The post holder shall perform their duties at any other reasonable location to which they may be directed from time to time by the Employer

JOB DESCRIPTION AGREEMENT

Signature of Post holder

Date:

Signature of Manager:

Date: