

Lottery Canvasser Job Description

Position: Lottery Canvasser

Summary: As a Lottery Canvasser, you will play a crucial role in supporting the growth of our lottery by promoting and recruiting new lottery players. You will represent our family of services, including Herriot Hospice Homecare, Just 'B,' and Saint Michael's Hospice, engaging with supporters across the geographical areas of Hambleton, Richmondshire, and the Harrogate District. If you are a hardworking, ambitious, and driven individual who loves meeting people and wants to make a positive difference to people's lives, this role is for you!

Responsibilities

1. Recruit Lottery players:

- Conduct face-to-face and telephone sales activities to recruit lottery players.
- Utilise various methods such as door-to-door canvassing, private site sales, fundraising events, and telephone/postal campaigns.

2. Attend events and presentations:

- Participate in organised events and corporate presentations to raise awareness and recruit players.
- Source and identify canvassing venues in collaboration with the Individual Giving Manager.

3. Plan and schedule canvassing routes:

- Work closely with the Individual Giving Manager to plan and schedule effective and efficient canvassing routes.
- Ensure maximum coverage of target areas.

4. Goal Achievement:

- Meet or exceed assigned fundraising targets by actively seeking new potential donors and continuously expanding the donor base.
- Regularly report on progress, provide insights and suggestions for improvement, and contribute to the overall success of fundraising efforts.

5. Collaboration and Relationship Management:

- Establish and maintain positive working relationships with canvassing venues to secure repeat presence.
- Collaborate with the fundraising team to develop strategies and implement creative initiatives that maximize lottery ticket sales and fundraising results.
- Assist the wider team with tasks outside of the role description, as required.

- Build and maintain positive relationships with potential and existing donors, establishing rapport and trust to increase supporter retention and participation.
- Provide excellent customer service by addressing any queries, concerns, or feedback from donors related to the lottery program.
- Maintain accurate and up-to-date supporter records, ensuring the confidentiality and security of personal information in accordance with privacy policies.

6. Promote and protect the brand:

- Act as a key ambassador for the organisation, promoting, protecting, and enhancing the brand and reputation of North Yorkshire Hospice Care and its family of services.
- Ensure a positive perception of the organisation within the community.

7. Training and compliance:

- Complete all necessary training required by the organisation, ensuring compliance with fundraising regulations, gambling laws, lone worker policies, and data protection regulations.

8. Uphold organisational policies and values:

- Carry out all duties in accordance with the gambling law, Fundraising Code of Practice, Data Protection Regulations, and the organisation's policies and values.

9. Stay informed and knowledgeable:

- Remain up to date with organisational strategy, services, and Individual Giving procedures.
- Respond to public inquiries with support from the Individual Giving Manager.

10. Hybrid role and travel:

- This role is hybrid, involving work from home, community settings, and North Yorkshire Hospice Care sites.
- Travel across North Yorkshire may be required to meet the needs of the organisation.

Terms and Conditions

- Responsible to: Individual Giving Manager
- Responsible for: None
- Salary: Internal scale
- Hours: 30 hours.

- Flexibility is required as there will be occasional evening and weekend working. Time off in Lieu (TOIL) will be given subject to pre-agreement with the Individual Giving Manager
- Location: Hybrid – home, community, and North Yorkshire Hospice Care sites.

Person Specification:

Experience/Attributes:

- Previous experience in sales, fundraising, or customer service roles is preferred.
- Excellent communication and interpersonal skills to effectively engage and connect with potential donors from diverse backgrounds.
- Persuasive and confident with the ability to articulate the mission and impact of North Yorkshire Hospice Care.
- Self-motivated and goal-oriented, with a strong drive to achieve fundraising targets.
- Ability to work independently as well as collaboratively within a team.
- Strong organisational and time management skills to prioritise tasks and manage multiple donor relationships simultaneously.
- Proficiency in using technology, including computers, smartphones, and relevant software applications.
- A commitment to the organisation's mission and values, along with a genuine passion for making a positive difference in the community.

We welcome applications from individuals with transferable skills – if you're used to speaking to the public and being out and about in the community this could be the role for you..."

Note: This job description is a general overview of the responsibilities and qualifications required for the role of a Lottery Canvasser. The specific duties and requirements may vary depending on the organisation and its programs.