

Job Description



Job Title: Lottery & Prize Fundraising Manager

Department: Fundraising & Supporter Development

Responsible to: Director of Income Generation

Primary Work Base: Warwick or Coventry but with travel to all sites when required. Will also be an element of home (hybrid) working available.

(NB as we are a multi- site organisation some flexibility relating to place of work will be required. We reserve the right to change the work base of our employees to meet our business needs.)

Role Purpose

To lead the development and delivery of Myton's lottery and raffle portfolio, driving sustainable income growth, strong retention, and consistent return on investment. The role is accountable for performance across all recruitment and retention channels, ensuring regulatory compliance, high quality supporter experience, and effective integration across retail, digital and community activity.

Myton Core Values

Our Core Values underpin everything we do and all employees are expected to comply with our Values and reflect these in their day to day work.



Main Duties & Responsibilities

Lottery and Raffle Performance

- Deliver annual and multi-year growth targets for lottery and raffle income, player numbers and retention
- Lead recruitment activity across internal and external channels, including F2F, digital and retail
- Manage external partners and agencies, ensuring strong performance, value for money and quality control
- Lead and evaluate the direction of the raffle portfolio, ensuring each campaign delivers against income and ROI targets
- Develop and deliver retention strategies that improve lifetime value and reduce attrition
- Own and manage budgets, ensuring clear ROI and effective allocation of spend
- Ensure full compliance with Gambling Commission requirements and internal policies

Data, Reporting and Insight

- Develop and maintain clear performance dashboards covering acquisition, retention, ROI and attrition
- Use data and insight to inform forecasting, planning and continuous improvement
- Ensure high quality data capture to enable effective supporter journeys and communications
- Identify risks early and take corrective action to protect income performance

Partnerships and Channel Integration

- Work closely with Marketing to align campaigns, messaging and recruitment activity to planned and budgeted growth initiatives
- Collaborate with Community, Events and Corporate teams to embed lottery into wider engagement activity
- Build and manage external partnerships that support acquisition and brand visibility
- Ensure a consistent and high-quality supporter experience across all touchpoints

Retail Lottery Development

- Develop and deliver a clear retail lottery strategy aligned to the Retail and Trading plan
- Enable shop teams and volunteers to confidently promote the lottery through training, tools and incentives
- Monitor shop level performance and drive improvements in visibility and conversion
- Identify and test new retail led opportunities, including new lottery sign-up journeys

Strategic Growth and Innovation

- Deliver a clear growth plan for lottery and raffle income
- Identify and test new prize-led and recurring income products and propositions to reach new audiences

- Ensure new initiatives are commercially viable, compliant and aligned with Myton's brand and supporter expectations
- Contribute to wider income generation strategy and long-term planning

Leadership and Team Development

- Lead, motivate and develop lottery staff to deliver to their targets and accountability
- Lead and drive suppliers to deliver to their targets and are held accountable
- Foster a culture of ownership, collaboration and continuous improvement

GENERAL RESPONSIBILITIES & OBLIGATIONS OF ALL EMPLOYEES

Policies and Procedures

The post holder is required to have a good understanding of and to comply with all relevant Myton policies, procedures and guidelines. Any contravention of Myton policies or procedures may result in disciplinary action.

Volunteers

Myton recognises the valuable contribution that volunteers make and we expect all employees to be able to support and work effectively with our volunteers.

Confidentiality and Data protection

It is a requirement of employment with Myton that all staff must comply with the obligation of confidentiality relating to personal information that could identify individuals. The Data Protection Act 1974/1998 safeguards the handling of information held in both electronic and manual filing systems and it is the duty of all staff employed by Myton to uphold the principles of the Act, adhere to Myton policies and to maintain strict confidentiality at all times.

Infection Control

All employees of Myton must be aware of infection prevention and control policies and are expected to follow them at all times. Any breach of infection control policies which places patients, visitors or colleagues at risk may result in disciplinary action.

Equality & Diversity

The post-holder must at all times carry out his/her responsibilities in line with Myton's Equality & Diversity Policy.

Health & Safety

Employees must be aware of the responsibilities placed upon them under the Health and Safety at Work Act 1974, to ensure the agreed safety procedures are carried out to maintain a safe working environment for patients, visitors & colleagues. The post holder is required to conform with Myton's policies on Health & Safety and Fire Prevention, & to attend related training as required.

Safeguarding Vulnerable Adults and Children

It's the duty of all staff working for Myton to safeguard children and vulnerable adults and undertake safeguarding training at an appropriate level.

Code of Conduct

Employees are required to represent Myton in a positive light and embody the corporate identity in appearance, demeanour, values and ethics.

Review of Job Description

This job description is an outline of the key duties and responsibilities of the role and is not intended as an exhaustive list. The job description may change over time to reflect the changing needs of the service. The post holder may be required to undertake other duties that could reasonably be considered commensurate with the post. This job description is subject to periodic review and may be changed/updated following consultation with the postholder(s).

Employee/Managers Signature

I agree that this Job Description is a true reflection of the main duties and responsibilities of my role:

Employee Name: _____

Signature: _____ **Date:** _____

Managers Name: _____

Signature: _____ **Date:** _____

Last reviewed August 2026