

Person Specification



Job Title: Lottery & Prize Fundraising Manager

Department: Fundraising & Supporter Development

Location: Hybrid, Warwick

Responsible to: Director of Income Generation

Attributes	Essential	Desirable
Previous Experience	Proven track record of delivering income growth within a lottery, raffle, regular giving or prize-led fundraising environment Experience managing external agencies or partners with clear performance and ROI accountability Experience of delivering supporter acquisition and retention strategies across multiple channels Experience of managing budgets with a strong focus on return on investment Experience of using data, reporting and insight to drive decision making and performance improvement Experience of working within a regulated environment, ideally within gambling, fundraising or financial services	Experience of scaling a lottery or prize-led product to significant income levels Experience of developing new fundraising products or propositions Experience of working with CRM systems and digital acquisition channels
Skills and Attributes	Strong commercial awareness, balancing growth, cost and risk Strong understanding of acquisition, retention and lifetime value drivers Ability to interpret data and translate insight into practical action Strong financial management skills including budgeting, forecasting and ROI analysis Knowledge of compliance requirements relevant to lotteries and raffles, including	Knowledge of digital marketing and online acquisition journeys Awareness of emerging trends in prize led fundraising and supporter engagement

	Gambling Commission guidance Strong stakeholder management skills, both internally and externally Ability to lead and motivate teams to deliver against clear targets Comfortable holding others to account for performance and delivery Proactive and solutions focused approach to problem solving Strong collaboration skills across teams High level of personal accountability and ownership Resilient and adaptable in a fast paced, performance driven environment Results driven with a clear focus on income growth and impact Highly organised with strong attention to detail Confident decision maker, able to act on incomplete information Strong communication and influencing skills Commitment to delivering a high-quality supporter experience	
Other	Able to travel across Myton sites (Coventry and Warwickshire) and attend events off site when required Flexibility to work occasional weekends or evenings in line with campaign activity The right to work in the UK (we cannot provide sponsorship)	