



**Treetops**  
Hospice

End of life care in Derbyshire  
and Nottinghamshire

# Relationships Manager – Lottery

Job description and person specification

The Relationships Manager for Lottery is responsible for attracting new donors to Treetops, and retaining existing supporters by building strong relationships through the weekly lottery, raffles, and prize draws.

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A job that's part of something very special.



Relationships Manager – Lottery

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## Job Description

Appointment:	Relationships Manager – Lottery
Responsible to:	Head of Community Relationships
Responsible for:	Lottery administrator(s) & in-house lottery canvassers
Hours of Work:	37hrs – flexible around core hours
Salary:	£34,000-£36,000
Location:	Hybrid: Hospice (Risley, Derbyshire) with home working
Key Relationships:	Colleagues in the community relationships, retail and the wider marketing and income generation teams; departments such as finance, HR, and facilities. Suppliers, lottery canvassers, businesses, volunteers, lottery players, donors and fundraisers

### Main Purpose of the Job

The Relationships Manager for Lottery is responsible for attracting new supporters to play the Treetops Lottery and retain players and donors by building strong relationships with our existing supporters, through the weekly lottery, raffles, prize draws and regular gifts.

You'll understand and define audiences, think creatively about how we can reach and engage with them to support Treetops by playing the lottery and / or regular giving.

Whilst currently under review, you may be asked to run an annual Lottery Super Draw appeal across many channels, including online, offline and post. You'll also play a big part in growing our weekly lottery membership, currently mainly recruited by face-to-face canvassers. You'll help to coordinate the lottery, managing our in-house lottery assistant(s), in-house lottery canvassers, and liaise closely with sales agencies, external lottery management provider, suppliers, and contractors.

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## Primary Responsibilities

- Research, develop and deliver campaigns that will grow and retain supporter numbers and generate income.
- Retain current lottery players through developing existing supporter relationships and welcome new lottery players to ensure high levels of retention and repeat donations.
- Increase the membership of our weekly lottery through our own campaigns and activities and help to manage our sales agents.
- Deliver a pipeline of venue-based or door to door locations are in place for our in-house canvassers
- Ensure all campaigns are strategically planned, in terms of clear objectives, activity, marketing, PR and donor care plans.
- Supported by our Digital Fundraising Lead, make effective use of digital channels including social media, email, website, SEO, PPC, fundraising platforms etc.
- Responsible for the line management of our lottery relationship assistants, in house lottery canvassers and volunteers.
- Gather supporter feedback to improve and adapt future activity.
- Provide expert advice to colleagues within the marketing and income generation team in support of shared objectives.

## Managerial

- Provide leadership to lottery staff to ensure the efficient and effective delivery of objectives.
- Provide management support to staff and review their work to ensure that operational objectives are being achieved.
- Ensure the proper management of available resources.
- Ensure the implementation of policies and procedures and the evaluation of outcomes.
- Maximise the development and operational areas of the lottery.
- Ensure adequate staffing levels, recommend job profiles and recruit new staff members.
- Ensure that adequate resources are requested to enable targets to be met.
- Be responsible for information technology systems and ensure that these are managed correctly and that appropriate measures are taken to protect data and ensure IT system security and integrity.
- Establish and maintain a close working relationship with the External Lottery Management provider and external lottery canvassing companies.

## Communication and Relationships

- Provide excellent relationship management to ensure donors receive the highest standard of customer care.

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- Be the main point of contact for all enquiries about the weekly lottery and your other campaigns.
- Work with the Marketing Team to agree design, messaging, and marketing channels to increase income from the weekly lottery.
- Co-operate and liaise with departmental and inter-departmental colleagues.
- Participate in and contribute as appropriate to team meetings.

## Decision-making and Problem-solving

- Undertake data analysis to assess the performance of activities and apply the findings to influence plans.
- Prioritise activities to generate the most charitable income.
- Make decisions with regards to your own specialism and in the context of the departmental and organisations goals and objectives.

## Training and Development

- Keep up to date on best practice within the charity sector with a focus on lottery and gambling, highlighting trends and insight that could inform planning.
- Keep up to date with new developments, legalities, codes of conduct and best practice within gambling, and gaming, as well as the wider fundraising sector.
- Take a proactive role in your own continual professional development.

## Financial & Physical Resources Responsibility

- Be accountable for the efficient management of both income and expenditure relating to responsibilities. ensuring financial contribution targets are met.
- Contribute to budget setting and financial forecasting.
- Have oversight of resources to ensure campaigns are resourced.

## Responsibility for Information

- Use the charity's and our External Lottery Manager's databases to manage the weekly lottery, prize draw, and campaigns; and all donor relationships, ensuring all records are kept up to date.
- With the Head of Community Relationships, ensure Treetops' lottery, and gaming adhere with appropriate Acts of Parliament including Gambling Commission, Fundraising and Charity Regulations, and ethical by staying informed of legislation and best practice.
- Update project and supporter records including on Microsoft Teams and the CRM databases to ensure data is recorded and updated accurately.
- Respect confidentiality regarding all issues related to Treetops' business.
- Provide reports as requested.
- Provide information for the Gambling Commission and regulators.
- Comply with GDPR and other legal and statutory requirements.

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## Working Conditions

- As part of the team, you will occasionally attend and support talks, fundraising events, and activities.
- You'll sometimes need to work on evenings and at weekends for which time off in lieu will be granted.
- You may have to work longer working days on occasions.
- You'll work from the office as business needs require and in line with charity guidance.

## Physical/Mental Effort

- You'll be able to drive using a personal car (for which appropriate insurance at own cost must be obtained).
- You may be asked to help set up/down fundraising events and stands (a marquee, tables and displays etc.).
- You'll be able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops' policies.
- You'll frequently need to concentrate on a particular subject for 1 – 2 hours at a time, e.g., in meetings, when working on budgets or developing new fundraising initiatives.
- You'll be able to deal with a lot of interruptions and frequent switching between activities, meeting different people, taking calls, information requests etc.
- You'll be able to cope in an environment where work is managed by key performance indicators.

## All employees are required to

- Comply with health and safety policies, procedures, and arrangements for safe working practices.

## Other

This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job.

## Review procedures

There will be an annual review of the post and job contents.

## Key Performance Indicators

Annual Key Performance Indicators will be defined by the line manager.

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## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience in lottery fundraising management delivering growth and retention</li> <li>• Experience of developing and delivering successful lottery, marketing or fundraising campaigns</li> <li>• Experience of team management</li> <li>• Able to identify several target audiences and manage them effectively</li> <li>• Experience of managing projects and balancing multiple critical priorities; setting milestones and targets; directing colleagues; and managing budgets</li> <li>• Track record in building relationships with people in person, over email and telephone; and in hosting groups of people</li> <li>• Previous success in delivering results against set targets</li> </ul>	<ul style="list-style-type: none"> <li>• Working knowledge of a broad range of online and offline marketing channels</li> <li>• Good understanding of other areas of fundraising</li> <li>• Experience of face-to-face sales, negotiating contracts and costs</li> <li>• Knowledge of gaming and gambling regulations</li> <li>• Experience of supplier management</li> <li>• Knowledge of the wider charity environment and the hospice sector</li> <li>• Well-versed in the Code of Fundraising Practice</li> <li>• Knowledge of Raiser’s Edge / Beacon or similar CRM database</li> <li>• Awareness of the work of Treetops</li> <li>• Lives in Derbyshire or Nottinghamshire (area served by Treetops)</li> </ul>
<b>Effective Communication</b>	<ul style="list-style-type: none"> <li>• Proficient in providing excellent customer service.</li> <li>• Able to negotiate, persuade, motivate and encourage</li> <li>• Comfortable chatting to and building relationships with supporters</li> <li>• Proactive, demonstrating a high level of initiative</li> <li>• Excellent written and oral communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• Trained in customer relationship management</li> </ul>

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	<ul style="list-style-type: none"> <li>• Able to work as part of a team</li> <li>• Confident to challenge appropriately</li> </ul>	
<b>Co-operation</b>	<ul style="list-style-type: none"> <li>• Alert to opportunities to use own expertise and experience to help others</li> <li>• Understands the benefits of teamwork</li> <li>• Thinks through implications of actions on others; supports and encourages positive behaviours</li> </ul>	
<b>Decision Making and Problem Solving</b>	<ul style="list-style-type: none"> <li>• Able to take responsibility at events, to 'think on your feet' and make decisions autonomously</li> </ul>	<ul style="list-style-type: none"> <li>• Able to schedule work against the charity's priorities and return on investment</li> </ul>
<b>Responsibility for Information</b>	<ul style="list-style-type: none"> <li>• Sound knowledge of data protection regulations</li> <li>• Highly numerate, with the ability to understand and investigate complex information to simplify and present it to a range of audiences</li> <li>• Able to handle sensitive information appropriately, updating records on database</li> <li>• Does things carefully, thoroughly, in order and on schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Recent training on data protection and GDPR</li> </ul>
<b>Change Orientation</b>	<ul style="list-style-type: none"> <li>• Adapts rapidly to changed circumstances and priorities</li> <li>• Seeks new approaches to situations/difficulties.</li> <li>• Responds constructively in situations of change that appear ambiguous and contradictory</li> </ul>	
<b>Time Management</b>	<ul style="list-style-type: none"> <li>• Able to manage workload, assign priorities, and</li> </ul>	

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	maintain focus on productive endeavours <ul style="list-style-type: none"> <li>• Methodical, does things carefully, thoroughly, in order and on schedule</li> <li>• Efficient makes optimal use of the time available</li> <li>• Seeks support, able to delegate and project manage</li> </ul>	
<b>Pursuit of Excellence</b>	<ul style="list-style-type: none"> <li>• Has pride in personal performance and has high personal standards of work</li> <li>• Deals with poor performance issues when problems arise</li> <li>• Seeks feedback on own performance and examines personal strengths and weaknesses</li> <li>• Shows commitment to identifying training and development needs and takes the initiative in addressing them</li> </ul>	
<b>Social Responsibility</b>	<ul style="list-style-type: none"> <li>• Acts in a manner that is beneficial to the hospice and the wider community, not solely to the individual</li> </ul>	
<b>Working Conditions</b>	<ul style="list-style-type: none"> <li>• Works occasional early mornings, weekends, and evenings</li> <li>• Works as part of the Community Relationships team to attend fundraising activities/events as needed</li> <li>• On occasions, spends time working in the community</li> </ul>	
<b>Physical/ Mental Effort</b>	<ul style="list-style-type: none"> <li>• Able to sit at computer for long periods</li> <li>• Insured for, and able to use own car for business use</li> </ul>	<ul style="list-style-type: none"> <li>• Able to walk into a room of people who do not know you and engage with them</li> <li>• Able to lift display and promotional materials, set</li> </ul>

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	(when required to use own car for work)	up marquee and equipment for events
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