st michael's hospice

# LOTTERY SALES REPRESENTATIVE JOB DESCRIPTION

**Date:** November 2026

**Role Title:** Lottery Sales Representative

**Role Location:** St Michael's Hospice

**Responsible to:** Lottery Team Leader

**Hours:** To be agreed/flexible

**Salary:** Self–employed/commission only basis
£35.00 per new lottery number signed up

## BACKGROUND TO ST. MICHAEL'S HOSPICE LOTTERY

St. Michael's Hospice provides specialist services to support and enable the community of Hastings and Rother to live well with dying, death and loss.
St. Michael's Hospice Lottery was set up 29 years ago to raise extra funds for St. Michael's Hospice. We have so far contributed in excess of £10 million, and in recent years have handed over in excess of £600,000 per year to the Hospice.
The lottery has over 10,000 members who play the lottery every week with a total of over 18,000 entries. The cost is £1.00 per week, per entry.
The weekly top prize is £2,000 with £1,000 of other cash prizes.
We promote the lottery as a membership and when people join they can choose their preferred method of payment – either Direct Debit, cheque or debit card payments or payments to one of our lottery collectors. Most members play with between 1 and 5 entries per week.

## JOB SUMMARY

1. To promote St. Michael's Hospice Lottery and encourage new members to join, therefore increasing our membership, in accordance with the Gambling Commission Licensing Objectives. You will receive training regarding your responsibilities, and will be required to work compliantly at all times.

    - The representative can choose how many hours they wish to work and on what days. This makes this position a flexible one that can fit in with your personal circumstances. We do ask that you communicate with us regularly to advise us when you are working.

2. To represent St. Michael's Hospice in a professional manner at all times and help raise awareness of the Hospice Lottery.

## PRINCIPAL RESPONSIBILITIES

1. Door to Door Canvassing - To call on every household in an agreed area, that does not already play the hospice lottery (we will provide you with a detailed list of these people)

and explain the benefits of supporting the hospice by way of joining our lottery, within timescales required. We also ask that you call on any existing lottery member if they have fewer than two lottery numbers with us, to offer them the option of taking out an additional chance.

- We ask that you make as many calls as necessary to make contact with every household. We would recommend that you make these calls on different days and times to maximise the success of this task. We do not re-allocate an area to another representative for at least 12 months and so we need to be confident that every household in that area has been spoken to.

- We record your uptake in every area to monitor your success rate and will discuss with you if we feel that an area has not been covered sufficiently.

- You must keep accurate records of which households you have called on/have left to call on, to avoid calling on existing members that already hold more than one lottery number, or households that have declined. “Knock sheets” will be provided for you to record reasons for not participating.

2. Event/Venue Canvassing – to represent the Hospice Lottery at pre-arranged venues or events
   - We ask that you speak to as many people as possible in a friendly manner, to explain our lottery and encourage people to join
   - You may be required to set up the Lottery Booth at an event/venue to canvass from
   - Some events require you to walk around to speak to the public rather than standing at the booth
   - We will arrange booking at events or at venues for dates/times that you are available. If you wish to assist with sourcing additional venues/events, of course this would be welcome, but these must be agreed with the Lottery Manager to ensure the hospice has a united approach to businesses or venues

3. To complete new application forms legibly and fully.
   - It is essential to accurately collect all personal information required eg date of birth, telephone numbers.
   - New sign-ups by Direct Debit are preferred and encouraged.

4. To accurately record any donations received whilst working to enable the office to acknowledge appropriately.

5. To reconcile payments recorded on new lottery application forms to the cash/cheques that you have collected.

6. To attend a weekly pre-arranged appointment with the Lottery Team to bring in new members application forms, payments and donations ensuring that new lottery members are entered into the relevant draw(s), to ensure money received is banked on a regular basis, and donations are acknowledged in a timely manner.

   - Office staff will reconcile any cash/cheques and new members’ application forms and agree commission due to you. An amount of £35.00 per new lottery number signed up will be paid to you the following week. This commission will be reclaimed if the new member does not make one of the following payments on a number:

   - 3 monthly payments of £4.34
   - 2 Quarterly payments of £13
   - 1 annual payment of £52

- All new members are monitored and random “quality control” spot check calls are made to ensure that representatives have fully explained our lottery and that members know that they are signing up for a continuing membership.
- We will take receipt of paperwork from any finished areas, including completed “knock sheets”, and issue you with new areas – please give 2 weeks notice for new areas to be prepared for you.
- Office staff will discuss any issues or queries that you may have.

7. To advise the office on a regular basis of any query you may have together with customer details ie a member of the public may wish to donate some items, or may have a question re visiting times – this ensures that we can contact the person as soon as possible and resolve their query efficiently.

8. To ensure that your Identity Badge is carried at all times when working on behalf of St Michael’s Hospice Lottery.

**ADDITIONAL RESPONSIBILITIES**

1. To promote the Hospice lottery whenever possible.

    - We would be very grateful if you could display lottery posters wherever possible and generally spread the word about us!
    - We would like you to sign up as many friends and family as possible where appropriate.
    - We would like you to display lottery leaflets in any outside outlet ie shops, hairdressers, pubs etc, obviously with the owner’s permission. These can be coded with your initials and you will receive commission for any that are returned and successfully processed.

2. To sell Hospice Scratch Cards wherever possible.

    - We do ask you to carry a small supply of these when working. Whilst we do not pay commission for scratch cards sold, we are always so grateful to those representatives that can mention that they have them for sale, and sell where appropriate.

3. To support and participate in the fundraising activities of the hospice wherever possible.

    - We have a hospice lottery presence at most hospice events, and representatives are most welcome to help on our stand, where we promote the lottery and sell scratch cards. We obviously pay commission for any new member that you sign up whilst at events.
    - If you do not want be on the lottery stand at events, why not come along and support by way of attending events – we have a wide variety of events from quiz nights to coffee mornings – something for everyone!

4. Adhere to all Hospice policies with particular reference to confidentiality, Data Protection, Health and Safety and Gambling, at all times.

5. Undertake any other reasonable duties as may be requested, such as leaflet / newsletter distribution to lottery members in your canvassing area.

# PERSON SPECIFICATION

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|---|---|
| **Post Title:** | Lottery Representative |
| **Department:** | Lottery |

| | **Essential Criteria** | **Desirable Criteria** |
|---|---|---|
| **Education/ Qualification** | Good numeracy and literacy skills | |
| **Work background and experience** | Experience of working with the public face to face | Experience of working alone<br><br>Experience of working door to door<br><br>Experience of working in a sales environment<br><br>Experience of working in a gambling related environment |
| **Skills/Ability/ Knowledge** | High levels of attention to detail and accuracy<br><br>Able to work both independently and as part of a team<br><br>Excellent communication skills on the telephone, in person and in writing<br><br>Excellent organisational skills | Have a flexible approach to working hours<br><br>Knowledge of the local area<br><br>Awareness of St. Michael's Hospice and St. Michael's Hospice Lottery |
| **Personal Qualities and other requirements** | Must be over 18 years old<br><br>Must be reliable, honest, friendly and approachable<br><br>Must have a professional outlook and appearance<br><br>**Physical requirements:**<br>Able to walk fair distances whilst canvassing an area<br><br>Able to cope with steps, long driveways etc whilst canvassing an area | Possession of a clean driving licence<br><br>Able to set up our Lottery Booth at an event |