



## **Head of Sales and Business Development JOB ADVERT**

**Salary:** £46,500

**Location:** Office based with some travel throughout the counties of Herts, Beds, Bucks, Berks, Oxon, and the London Boroughs of Brent, Ealing and Hillingdon and surrounding areas.

**Hours:** 37.5, 5 days per week

**Contract Type:** Permanent.

### **About The Hospice Lottery Partnership**

Established in 1997, The Hospice Lottery Partnership is a not-for-profit social enterprise dedicated to raising vital funds for our partner charities through a weekly lottery and seasonal Superdraw Raffles. Our mission is to support charities that provide essential care to communities, with 58% of our income last year directly benefiting our partners. By participating, our supporters not only have the chance to win significant prizes but also make a meaningful difference to many patients and their families.

### **Our Partner Charities**

We proudly support: Florence Nightingale Hospice Charity, Michael Sobell Hospice Charity, Rennie Grove Hospice Care, South Bucks Hospice, The Hospice of St Francis, East and North Hertfordshire Hospitals' Charity, Harlington Hospice, Hillingdon Hospitals Charity, and London North West Healthcare Charity.

### **The Role**

We are seeking a dynamic and strategic Head of Sales and Business Development to lead our growth and impact. This pivotal role demands a blend of strategic vision, interpersonal finesse, analytical expertise, and leadership to drive revenue, expand our lottery's reach, and enhance supporter engagement. You will forge impactful partnerships, develop innovative sales and marketing strategies, and lead a dedicated team while ensuring compliance and stakeholder satisfaction to meet ambitious financial targets.

### **Key Responsibilities**

- Develop and implement innovative sales and marketing strategies to grow lottery participation.
- Build and maintain strategic partnerships to enhance fundraising efforts.
- Lead, motivate, and develop the sales, marketing and business development team.
- Analyse data to derive actionable insights for optimising performance.
- Ensure compliance with regulations and maintain strong relationships with stakeholders.

### **Person Specification**

#### **Essential Criteria**

- 5+ years of experience in business development, fundraising, or sales.
- Proven track record of achieving revenue targets and building strategic partnerships.

- Exceptional leadership, communication, and negotiation skills.
- Strong analytical skills with the ability to derive actionable insights from data.

### **Desirable Criteria**

- Qualification in business, marketing, or a related field.
- Experience in charity, lottery, or gaming sector.
- Knowledge of regulatory compliance such as the Gambling Commission and Fundraising Regulator.
- Valid driving licence and access to own vehicle.

### **Personal Attributes**

- Passion and belief in the ability to make a difference.
- A strategic thinker who can lead innovative campaigns to grow lottery participation while aligning with our charitable mission.
- A resilient leader who thrives under pressure, navigating challenges to consistently meet fundraising targets.
- An empathetic communicator who can authentically convey our cause to diverse audiences, inspiring participation and loyalty.

### **Benefits**

- Travel allowance (45p/mile).
- Pension scheme with employer contributions.
- Childcare voucher scheme.
- 25 days holiday plus bank holidays, with 2 extra days after 5 years' service.
- Additional 'birthday leave day'.
- Access to our Employee Health Benefits programme.

### **Join Us**

Be part of a passionate team making a real difference to local communities. If you're ready to lead with purpose and drive impactful growth, we'd love to hear from you.