

DIRECT MARKETING MANAGER (LOTTERIES)

40 hours per week

Reports to Fundraising Manager

The Direct Marketing Manager (Lotteries) is a member of the Fundraising Team with responsibility for managing the day-to-day marketing and operations of the Coastguard Lottery. Manage and help develop Coastguard's annual lottery programme. Manage internal and external relationships including with specialist lottery suppliers.

Lottery product management

Work with suppliers, partners and independently to:

- Manage a busy campaign calendar of lotteries
- Work with the Fundraising Manager and the Head of Fundraising to create the annual lottery budget
- Source prizes and create lottery offers
- Apply for the appropriate DIA licences and respond to DIA enquiries
- Develop and maintain knowledge of the Gambling Act and gaming rules for classes of gambling relevant to the Coastguard Lotteries
- Arrange and oversee lottery prize draws that comply with relevant legislation and gaming rules
- Contact prize winners and manage the prize claim process, identifying opportunities for PR around prize winners and prize handovers
- Manage lottery audits and internal and external reporting requirements
- Participate in advocacy work

Marketing

- Write marketing plans and execute marketing initiatives
- Manage relationships and campaigns with external agencies to acquire new supporters and leads, for example digital advertising, telemarketing and face to face sales
- Retain, up- and cross-sell to existing supporters using a mix of channels, tactics and products
- Create campaigns to grow membership of loyalty programmes such as the AutoBuyer and Founders groups
- Identify audiences and create data briefs for database extracts
- Write promotional material including direct mail packs, emails, websites, tickets, flyers, adverts, social media posts
- Manage the design of assets including approvals process
- Manage print production and mailing schedules
- Monitor ticket sales and respond to opportunities and sales performance during lotteries
- Maintain and extend brand portfolio including the Summer and Winter lotteries and the Captain's Club
- Project manage Coastguard volunteer sales support initiatives including the logistics of face-to-face ticket sales, point of sale material and communications during the high-profile Coastguard Summer Lottery
- When required, manage the Digital Marketing Coordinator and other comms or volunteer roles related to the Coastguard Lottery

Customer service

- Liaise with internal and external teams to ensure high standards and regulatory compliance for supporter management, issuing of tickets and donation receipts and order data capture
- Brief customer service teams and work with team members to resolve supporter queries
- Conduct research to identify opportunities for meeting our supporters' needs and improving lottery programmes and services

Reporting and analytics

- Produce regular reports on lottery performance and recommend strategies and tactics to increase net income
- Work to enhance and improve insights such as source of sales, lifetime value and ROI for on- and offline marketing initiatives
- Ensure lottery audits are completed on time in conjunction with Finance Team and external lottery providers

Team work

- Participate and work co-operatively as a member of the Fundraising Team, and the wider Coastguard team when required
- Assist others to problem solve and meet their performance objectives.
- Be involved in projects and/or project management as requested by the CEO or Head of Fundraising, in order to assist in the smooth operation of the Fundraising Team

Desired skills and experience

- Tertiary qualification in marketing or fundraising
- Staff and volunteer management
- Experience working for or volunteering for a non-profit preferred
- At least three years' direct marketing experience
- Project management
- Budgeting
- Copywriting
- Print and mailing management
- Experience in the gambling industry preferred
- Office 365 proficiency
- Knowledge of fundraising best practices
- Connected to FINZ (Fundraising Institute of New Zealand)