



**Managing Director
Recruitment and Information Pack**

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About Tuckwell Chase Lottery

Tuckwell Chase Lottery was founded in 1998 as a joint venture between the local adult and children's hospices to raise funds for local hospice care in London, Surrey and North-East Hampshire. It is a well-established and successful society lottery.

Tuckwell Chase Lottery is a membership lottery registered with and regulated by the Gambling Commission. It is also registered with the Fundraising Regulator.

Tuckwell Chase Lottery provides a regular and secure source of income for Phyllis Tuckwell and Shooting Star Children's Hospices. Members of the Tuckwell Chase Lottery make a vital contribution to income generation for the hospices, with approximately 65p of every pound raised going directly to the hospices – just 10p of every pound raised pays for administration costs, with 25p covering prizes and investments for future income. Without this support, many of their desperately needed services might no longer be available to local patients, their families and friends.

Lotteries are a fun way to support the work of the hospices giving members a chance to win a weekly prize. Hospice Lotteries raise a phenomenal amount for hospices in the UK.

Tuckwell Chase Lottery contributed over £1,275,000 to the hospices over the past year.

“Playing our lottery gives you a chance to win prizes and support a local cause. Without you, we couldn't be there for families in London, Surrey and North-East Hampshire.”

Susan Wade, CEO

About Phyllis Tuckwell



Phyllis Tuckwell provides supportive and end-of-life care for adult patients and families living with an advanced or terminal illness.

Every day we support over 250 patients, relatives and carers in their own homes, in the community, at the Hospice in Farnham and at the Beacon Centre in Guildford, through a mix of medical and nursing care, therapies, counselling, social work advice and practical support.

“Gem's referral to Phyllis Tuckwell was the doorway to a lot of solutions and peace. They gave us the time, compassion and care that we needed, and gave Gem the very best life that she could have.”

Adam, Gem's husband

Annually, the NHS/Government usually only covers about 20% of our costs, which means we have to raise over £25,000 a day to be able to offer all our services, free of charge, to our patients and their families. We therefore rely heavily on the support and generosity of our local community.

Our story

We are the only adult hospice care service in West Surrey and North-East Hampshire, and every day we care for over 250 patients, relatives and carers who are living with an advanced or terminal illness, such as cancer. The supportive and end of life care that we offer supports patients to maintain the best possible quality of life and helps make their final days peaceful.

We first opened the doors of our Hospice in 1979, and since then have been expanding and developing our services to care for more and more local people who need us. In 2015 we began working from the Beacon Centre in Guildford too, and we have also developed our community team, who visit patients and families in their own homes and care homes, taking our care to them there, where they feel most comfortable.

Our 14-bed In-Patient Unit (IPU) at the Hospice offers symptom management and end of life care, and our nursing team are on hand 24-hours a day, offering compassionate care to patients and providing important emotional support for their families too. However, 85% of our care is given outside of our IPU, through our Living Well and Hospice Care at Homes teams.

Living Well supports those who need help managing everyday life. The team offers individual appointments at the Hospice, Beacon Centre and in patients' own homes, and runs programmes which offer patients information and advice on topics such as anxiety, sleep and nutrition, and creative activities such as cooking and gardening. Patients who are spending their last days at home are visited by our Hospice Care at Home team, who offer specialist nursing care, enabling patients to remain at home, where they want to be.

Our Hospice building has served us well, but much of it was built over 90 years ago. It is dated, poorly laid out, costly to run and sadly no longer fit for purpose. We are therefore excited to be building a new state-of-the-art Hospice on our existing site. More spacious, with new inpatient and outpatient facilities, it will enable us to care for thousands more people, for generations to come. It will increase our IPU to 18 beds, each in an individual room with en-suite facilities and private access to our gardens. The rooms will be large enough for family and friends to visit and stay and offer space for the most up-to-date medical equipment. The building will also support the growing need for outpatient services, to help people maintain their independence and continue to live in their own homes during their illness. There will be a new, larger Living Well suite, a new exercise suite, and a series of new treatment rooms for physiotherapy and complementary therapies.

About Shooting Star Children's Hospices



Shooting Star Children's Hospices supports babies, children and young people with life-limiting conditions, and their families, across Surrey and west London.

We help families **make every moment count** by supporting them from diagnosis to end of life and throughout bereavement with a range of nursing, practical, emotional and medical care.

Families just like Milan's. Milan was diagnosed with a brain tumour when he was just five years old. Shooting Star Children's Hospices supported Milan's family with specialist nursing and memory making. When Milan sadly died just a year later, our Family Support Team were there to provide bereavement care.

"They've allowed us to navigate through death in a very positive way. While his death is the saddest thing I will hopefully have to go through, they have allowed me, and my family, to go through it in a much lighter way that I never thought was possible and I will be forever grateful."

Phoebe, Milan's Mum

Our bespoke support is free of charge to families and includes overnight respite stays at our Guildford hospice, Christopher's, which is rated outstanding by the Care Quality Commission (CQC), symptom management and pain relief, specialist nursing in the community and a comprehensive range of therapies, groups and specialist clinics from our Outreach, Therapy and Family Support Centre in Hampton, Shooting Star House.

It costs over £10 million a year to run our hospices and just 30% of our funding comes from the government, so we rely on our supporters' generosity to keep the service running.

Our story

1990 – Our story began when Julia Lever MBE sets up a fundraising group to support a children's hospice in Birmingham. Julia soon realises that there is no comparable service covering south-east England, so sets about establishing such a service.

1994 – CHASE, which stands for Children's Hospice Association of the South-East is officially registered as a charity.

1995 – Kate Turner MBE establishes The Shooting Star Trust with the aim of providing a home-from-home environment offering medical, practical and emotional services free of charge to families in south-west London.

1997 – In January, Michael and Sarah More-Molyneux make their land available on which to build a children's hospice – a £3.5million project. In August of the same year, Christopher, Michael and Sarah's young son sadly dies in a tragic accident on the Loseley Estate. It's then decided that the yet to be named hospice will be called Christopher's in his memory.

2001 – 11 years after CHASE was founded, Christopher's, our nine bedroom hospice in Artington, Guildford is opened on 21 November.

2005 – Ten years after The Shooting Star Trust was founded, Shooting Star House, our Hampton based hospice, opens its doors and welcomes its first family on 5 August.

2011 – In one of the key moments of our story, The Shooting Star Trust and CHASE merge to become Shooting Star Chase, paving the way for opportunities to increase care, expertise and funding.

2019 – Shooting Star Chase becomes Shooting Star Children's Hospices, to better promote the work we do to the communities we serve.

2021 – On 5 August 2021, Shooting Star House, which temporarily closed due to the pandemic, reopened as our Outreach, Therapy and Family Support Centre, providing a comprehensive range of therapies and specialist clinics.

2022 – Christopher’s retains its Outstanding rating by the Care Quality Commission – the best possible evidence of the quality and commitment of care we provide to families across Surrey and west London.

2023 – We launch our new strategy, *For Every Family*, with a bold ambition: we will support every family with a life-limited child of whose child has died, when they need us.

To read more about our story, visit: shootingstar.org.uk/about-us/our-story

Job description

Job Title: Managing Director

Organisation: Tuckwell Chase Lottery Limited

Salary range/pay band: Circa £55K

Reports to: Tuckwell Chase Lottery Board of Directors

Direct reports: 4 Direct Reports

Hours: 35 hours per week

Location: Farnham (office operation with flexibility for working in other locations, including from home)

Context of role

Tuckwell Chase Lottery Limited is a joint fundraising venture between Phyllis Tuckwell and Shooting Star Children’s Hospice. Established in 1998, it is now 25 years old. The lottery currently has 36,000 regular members with over 48,000 chances in the weekly membership lottery and generates a gross income of £2.46 million with a net income of £1.27 million that is then split between the two partners. Tuckwell Chase Lottery is one of the largest and most successful hospice lotteries in the UK.

The Managing Director is responsible for the strategic development, marketing and delivery of the lottery programme and the efficient running of the commercial and regulatory requirements, including managing the relationship with the Gambling Commission, Fundraising Regulator, Information Commissioners Office and auditors, as well as budgeting, financial management and the HR function.

The Managing Director reports to a Board that comprises of a Trustee, the Chief Executive and the Finance Director from each of the two partner charities. The role of Chair alternates between the two charities on a bi-annual basis.

This role gives an opportunity to lead a successful lottery company, with a lot of autonomy to continue the growth of the lottery through creative and innovative programmes and make a huge contribution to the vital work of two well-respected local charities.

Main purpose and scope of job

The partner hospices have exciting and ambitious plans for the future and the lottery provides a key component of their income portfolio.

The Managing Director will lead this company and team to manage and grow income. You will have day-to-day autonomy to design and deliver a strategy to drive significant growth in

the number of players, develop new products, oversee the introduction of new recruitment channels and optimise existing ones. You'll be required to monitor results and make decisions to optimise campaigns across both acquisition and retention activity. You will also be responsible for all the management functions of this small 'social enterprise'.

Key responsibilities and accountabilities

Income generation

- To design and deliver a strategy to grow income from Tuckwell Chase Lottery programme.
- To support and develop acquisition campaigns to acquire new, profitable donors and lottery players across both on and offline channels.
- To develop and deliver the stewardship journeys for lottery players, to retain and develop these supporters with the goal of maximising life-time value.
- To work to integrate lottery supporter journeys with the fundraising/engagement programmes operated by the parent charities.
- Oversee the development of cutting-edge content, assets and engagement materials for products as well as supporter journeys.
- Work closely with internal teams to extract, supply, return and analyse data for assigned direct marketing campaigns.
- Track results and KPIs through regular reports, analysing these to draw conclusions and make recommendations to improve future activity and feed into longer term strategic plans.
- Brief, liaise and build strong partnerships with external agencies and suppliers (i.e., recruitment agencies creative services, telemarketing agencies, print suppliers, response handling agencies) to maximize performance of the income stream.

Management

- To lead a small team in running the lottery programme and ensure that the individual staff are well-motivated and performing in order to meet targets.
- To recruit and induct new staff within the agreed budget parameters.
- Deliver the HR function for the team, considering personal development needs, managing staff issues and handling any grievances or disciplinary matters.
- To manage the income and expenditure budget, reforecasting and management accounts relating to the lottery, escalating any issue arising to the Board and making recommendations accordingly.
- Raise the profile of the lottery across the two hospices and build strong relationships with internal stakeholders to ensure successful delivery of campaigns including sign off.
- To produce monthly accounts as well as quarterly reports for the board
- Liaise with external auditors to ensure audited company accounts, tax returns are completed in a timely manner and are submitted to Companies House and Gambling Commission as required.

Compliance and systems

- Ensure that all activities and campaigns comply with fundraising, gambling and company law regulation; UK Charity Law, Gambling Commission, Companies House and data protection legislation and policy, including an understanding of telephone compliance, PCI-DSS and Chartered Institute of Fundraising best practice.
- Register as a Responsible Person for the company with the Gambling Commission
- Ensure that our suppliers are also operating in line with these standards and our policies, for example in relation to vulnerable people.
- Proactively seek out improvements to our systems to make our processes more efficient and provide a better service to our supporters.

External

- Represent Tuckwell Chase Lottery at external marketing/fundraising groups as required.
- Horizon and trend scanning, and social listening, for fundraising trends and trends that might impact on the lottery programme from both within and outside of the sector.

Person specification

Experience, qualifications and knowledge

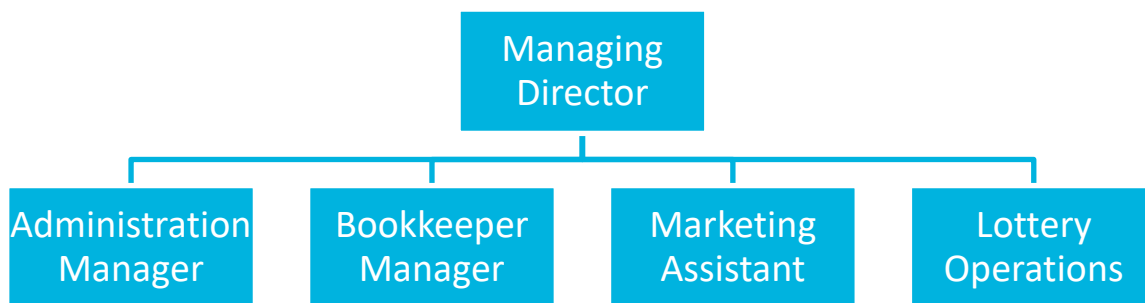
- Preferred but not essential experience of running a lottery/prize draw programme or similar subscription programme.
- Alternatively experience of running a small business, business unit or charity.
- Direct marketing experience preferably within the not-for-profit sector, including an understanding of acquisition and retention techniques across channels.
- Demonstrated ability to manage and allocate both their own and project resources effectively to meet with work plan objectives.
- Experience of strategic planning, using results to make recommendations, testing and analysis.
- Significant experience of monitoring budgets, setting and measuring targets and key performance indicators.
- Knowledge of regulations and governing bodies associated with prize led fundraising, i.e., Gambling Commission, as well as fundraising regulation including, telephone regulation, PCIDSS, UK Charity Law, and Data Protection legislation and policy.
- Previous experience managing external suppliers or agencies.

Skills and competencies

- Motivated self-starter looking to apply their energy and enthusiasm to seek out new and inspiring ways to manage and grow our lottery income stream.
- Commercial and financial acumen required to run a small business including the preparation of accounts and budgets.
- Strong project management skills, including the ability to manage critical paths.

- Excellent clarity in both written and oral communication.
- Numerate skills required analyse the data to inform decisions on marketing activity.
- Good at building internal relationships and strong networks of influence with an ability to communicate, present, negotiate, influence, and build credibility with colleagues, suppliers and other external parties.
- Ability to manage own workload effectively to fit in with organisational and team priorities, working both autonomously and as part of a team.
- Thrive in a fast-paced, high-performing environment.
- Be forward thinking, results driven and provide swift problem-solving support.
- Passionate about the aims of the hospice movement

Tuckwell Chase Lottery team structure



How to apply

In the first instance, please send your CV to **info@quarterfive.co.uk**

Suitable candidates will be contacted to arrange a conversation about the role with Crisly Gresswell, Senior Consultant at QuarterFive.

Full application will be by CV and cover letter, which will be invited following an initial discussion.

Timings

- Closing date for applications: Wednesday 24th May
- First stage interviews: w/c 29th May TBC
- Final interviews: w/c 5th June TBC

For detailed information on how our recruitment partner processes your personal data, please review QuarterFive's privacy policy at <https://quarterfive.co.uk/privacy-policy/>

Informal conversations can be arranged with suitable applicants.