

Marketing and Lottery Operations Manager

CANDIDATE BRIEFING DOCUMENT



2into3
Transforming Social Impact

October 2023

ABOUT THE CARE TRUST

The Care Trust is a nationally registered charity that raises essential funds to support the work of its beneficiaries. The beneficiary entities are CRC (Central Remedial Clinic), Rehab Group, as well as special charitable projects, currently A Lust for Life and HUGG.

The work of The Care Trust enables countless children and adults with physical and/or intellectual disabilities realise their full potential and live normal, healthy lives.

The Care Trust is owned on a 50/50 basis by the CRC and Rehab Group and has been raising essential funds for over 50 years. Its beneficiaries receive state funding and fundraise directly themselves, however the money provided by The Care Trust is hugely important as it is a vital source of extra funding which is allocated to a broad range of projects and services supporting children and adults.



MISSION

To be a best practice model in securing sustained charitable giving in an open and transparent manner to empower children and adults to live life to the full.

VALUES

- Accountability
- Integrity
- Respect
- Honesty
- Transparency
- Inclusivity
- Sustainability

GOVERNANCE

The Care Trust is governed by a Board of Directors who are responsible for the organisation achieving its strategic aims, remaining commercially and financially viable and overall governance of the organisation. The Board is currently comprised of 8 members.

STAFF STRUCTURE

The Care Trust currently employs approximately 12 full-time equivalent staff members (to include 4 full-time salaried fundraisers) and engages an additional 12 independent fundraisers.

FINANCIAL INFORMATION

In the year ending 2022, The Care Trust had a strong performance, with income of €3,534,905 versus expenditure of €3,492,778 including €1,652,168 of grants to beneficiaries.

CONTEXT FOR APPOINTMENT

The Care Trust is seeking to appoint a Marketing and Lottery Operations Manager to ensure the effective operations of a dynamic nationwide fundraising organisation and to manage and promote strong relationships with the organisation's stakeholders and beneficiaries.

The successful candidate will ensure that fundraising and marketing strategies are developed and implemented successfully to raise essential funds to deliver much needed services for the thousands of children and adults with physical or intellectual disabilities who require care and dedicated training to help reach their full potential.



THE POSITION

Title	Marketing and Lottery Operations Manager
Reporting to	Chief Executive Officer
Direct Reports	National Fundraising Manager
Working Hours	37.5 Hours
Place of Work	The Care Trust, College House, 71/73 Rock Road, Blackrock, County Dublin, A94 F9X9 <i>Hybrid working options available</i>
Nature of Post	Permanent (following 6-month probationary period)

ROLE SUMMARY

The Marketing and Lottery Operations Manager will be responsible for the successful management of the lottery draw, will be the main point of contact for liaising with beneficiary organisations and will have oversight of the national fundraising strategy.

The role will include the overall responsibility to gather content and promotional material in order to raise awareness of the important work The Care Trust do on their website, in print and across their social media platforms.

Fundraising

- Manage and oversee ongoing fundraising activities for the organisation.
- Develop proposals to introduce new fundraising products and channels to achieve funding targets and mitigate risks.
- Manage lottery operations relating to the monthly draw including prize procurement and publishing prize-draw results.
- Manage product development including lottery development for new and existing products.
- Ensure that policies, rules and procedures in respect of fundraising and prize draws are appropriate, up-to-date and appropriately published, as applicable.
- Line management of the National Fundraising Manager to ensure team member performance is properly managed including defining objectives, setting targets and measuring performance.
- Arrange and lead on quarterly team meetings / training sessions with the National Fundraising Team.
- Ensure high quality adherence to good fundraising standards and ensure codes of conduct are up-to-date and correctly implemented.
- Manage digital and paper-based enrolment systems, including testing of software, resolving issues, and extracting and analysing useful data in association with the IT Director.
- Lead on strategy for management, recruitment and retention of fundraisers



Marketing and Communications

- Research the utilisation and impact of funds and the future plans of beneficiary organisations and gather related case histories and visual images.
- Produce informational and promotional print and online content to support fundraising activities, including updating The Care Trust fundraising leaflet.
- Raise The Care Trust profile and brand recognition on a national basis, with specific emphasis on the use of digital marketing and social media channels.
- Prepare in co-operation with the SMT, a high-quality Annual Report setting out the performance and achievements of The Care Trust.
- Direct and manage input from external marketing suppliers, including social media advisors and service providers and manage social media content and channels.
- Establish day-to-day editorial management of TCT website and social media platforms.
- Manage communications projects and provide support to the Finance & Administration team including assisting with and documenting contributor complaints.

Stakeholder Management

- Manage effective relationships with the shareholders (Rehab Group and Central Remedial Clinic) and other beneficiary organisations (e.g., A Lust for Life and HUGG), and their representatives, for mutual benefit and to arrange site visits as required.
- Maintain strong communication with key internal stakeholders, including Head Office, members of the Management Team, etc.
- Collaborate with the external social media partner and other suppliers on the development of content and marketing materials.
- Ensure that standard procedures are followed when third parties are engaged, and that any third-party service providers properly execute the agreed terms and conditions.
- Propagate the stated mission, vision and values of the organisation.
- Engage with the general public to raise awareness of The Care Trust and their beneficiary organisations.

Governance and Compliance

- Ensure that The Care Trust fundraising and marketing operations comply fully with all relevant legislation and guidelines (including the Charities Governance Code, lottery laws, data protection and employment laws and other guidelines and laws governing the operations of charities).

General

- Contribute to the development and implementation of the organisation's strategic plans.
- Manage human resources policies, services and supports for the National Fundraising Team in consultation with the Director of Finance & Administration.
- Evaluate new beneficiary opportunities and potential special charitable projects

These duties are a general guide to the responsibilities of the Marketing and Lottery Operations Manager

They are neither definitive nor restrictive. The post-holder may be required to undertake other duties commensurate with the post.

After 6 months in the role, you will be expected to be working towards the following KPIs and priorities:

- ✓ Developed a strong working relationship with the key stakeholders (CEO, SMT, staff and fundraising representatives, auditors (external and internal), as well as beneficiary organisations and special charitable projects, with a specific emphasis on gaining a strong understanding and appreciation of the beneficiaries' work.
- ✓ Gained a full understanding of The Care Trust fundraising model, its strengths and weaknesses, risks and limitations.
- ✓ Applying day-to-day control of costs, performance and standards for the National Fundraising Manager and Fundraising team, including achieving half year (2024) targets.
- ✓ Promoting and supporting an inclusive and collaborative work environment.
- ✓ Gained a strong understanding of the relevant lottery and gaming legislation (including the pending new Gambling Regulation legislation applicable to The Care Trust), as well as the licence application process and reporting requirements under that legislation.
- ✓ Participated in and contributed to the production, development and quality control of The Care Trust Annual Report 2023.

PERSON PROFILE

The Care Trust is seeking a driven, creative and experienced professional to lead their marketing and lottery operations.

The Marketing & Lottery Operations Manager role is varied and challenging, demanding strong motivational skills, notable interpersonal skills and a demonstrated ability to build and maintain relationships with stakeholders.

The successful candidate will possess excellent judgement, commercial acumen and an acceptance of accountability for performance.

They will be a clear and confident communicator, with the ability to think strategically and creatively while leading a national fundraising team.

The Marketing and Lottery Operations Manager will be aligned with The Care Trust organisational values and will be able to build strong relationships with those connected to the organisation.

They will also have a clear understanding of The Care Trust fundraising model and be open to potential opportunities to diversify their fundraising channels while maintaining current success.

CORE COMPETENCIES AND SKILLS

Criteria	Essential	Desirable
Track record of achievement (5+ years) in a similar role.	✓	
Degree level qualification in a relevant discipline e.g., Business Development, Marketing, PR.	✓	
Demonstrable experience of inspiring, motivating and developing a team, particularly working in a collaborative and inclusive manner.	✓	
Strong communications and interpersonal skills.	✓	
Exceptional relationship building skills and an ability to work with a diverse range of stakeholders including the organisation's beneficiaries.	✓	
Strong marketing skills and experience in managing communications projects.	✓	
Demonstrable capability to plan and manage fundraising activities, working at both an operational and strategic level.	✓	
Ability to analyse and evaluate potential avenues for business development.	✓	
Passion for the mission, vision and values of The Care Trust and the stakeholders they support.	✓	
Full clean driver's licence and access to a car.		✓
Understanding of nonprofit governance and regulatory requirements, including lottery laws.		✓

If this role is of interest to you and you believe you have what it takes to be successful, but don't necessarily believe that you meet every single criterion in the table above, please do still get in touch so we can discuss further how you may be a fit.

REMUNERATION

A competitive salary commensurate with experience is offered for this position.

Non-pay benefits include:

- 5% employer pension contribution
- 25 days of annual leave
- Income Continuance and Death in Service Benefit



APPLICATION PROCESS

Recruitment for this position is being managed exclusively by 2into3.

To apply, please send your cover letter and CV (in Word document format only) to Orla Dolan.

All enquiries regarding the role will be held in strictest confidence.

The closing date for applications is **Friday 24th November 2023**.

- **Website** www.2into3.com
- **E-Mail** orla.dolan@2into3.com
- **Address** The Academy, 42 Pearse St, Dublin D02 YX88
- **Telephone** 086 7924696

The Care Trust is an equal opportunities employer and welcomes suitably qualified applicants from all sections of society.