



Registered Charity 518801

where life is for living...

## Lottery Ambassador Volunteer Specification

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**Responsible to: Lottery, Marketing and Promotions Manager**

**Location: West Lancashire, Formby & Southport**

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### **Background:**

Queenscourt Hospice is a local charity and the primary provider of specialist palliative care and support for people in West Lancashire, Formby and Southport with a life-limiting or terminal illness. One in three people will be touched by hospice care and in fact Queenscourt Hospice cares for and supports over 1,900 patients every year, and also supports patients' families through our *Stepping Stones* programme which provides bereavement support.

With less than a fifth of our funding coming from the NHS, Queenscourt relies very heavily on our community of volunteers and fundraisers to continue to offer their services for free, so that we can support our patients and their loved ones with exceptional compassionate care, when they need us the most.

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### **Purpose:**

Our volunteers are important to us, and we want to give you the best opportunities possible to ensure that this experience is meaningful and enjoyable. We provide as much flexibility as we can with the tasks required and will keep you informed of new activities, and offer dates and times to suit your availability.

**We are seeking Lottery Ambassadors to help to promote our Lottery, by raising awareness of it.**

This can be done in a variety of ways, with Lottery Ambassadors able to fulfil the tasks you feel may be best suited to you, as little or as often as you wish.

This is a flexible role with the potential to have a significant impact on the ongoing work of the hospice.

Lottery Ambassadors can share awareness of the Lottery for example through word-of-mouth with friends, family and colleagues; by promoting our Lottery via Queenscourt social media posts; by door-dropping Queenscourt Lottery leaflets; and by delivering Queenscourt Lottery leaflets to local shops, offices, community centres and other venues.

Following an induction, appropriate training and support from the Queenscourt Lottery, Marketing and Promotions Manager, Lottery Ambassadors may be asked to represent Queenscourt Hospice and help to raise awareness of Queenscourt Lottery by attending supporter events, visiting shops, supermarkets and Queenscourt Retail shops in order to provide more information.

This is an exciting and very important role as it will help us to engage with new people and increase awareness about this vital income stream for our hospice.



By becoming a Queenscourt Lottery Ambassador, you can make a real difference to patients and their loved ones throughout Southport, Formby and West Lancashire.

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### **Activities:**

Activities may include:

- ✓ Sharing awareness of the Lottery for example through word-of-mouth with friends, family & colleagues.
- ✓ Promoting Lottery awareness and reach via Queenscourt social media posts and other marketing avenues.
- ✓ Door-dropping Queenscourt Lottery leaflets
- ✓ Delivering Queenscourt Lottery leaflets to local shops, offices, community centres and other organisations
- ✓ Attending shops, supermarkets and Queenscourt Retail outlets in order to provide more information about Queenscourt Lottery, in conjunction with the Queenscourt Lottery, Marketing and Promotions Manager
- ✓ Signposting any potential opportunities for the Queenscourt Lottery, Marketing and Promotions Manager to speak at events or with local companies, to promote our Lottery.

Volunteers are expected to have good interpersonal skills and the ability to communicate effectively with staff, volunteers and members of the public

All volunteers will be over 18 years of age and be subject to references.

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### **What we offer you:**

- \* An induction session to introduce you to Queenscourt Hospice, where you can meet the team and find out more about the charity and roles.
  - \* Full training will be given, and a specific risk assessment done for you. N.B. We ask that all volunteers be willing to complete any training and learning refreshers as deemed necessary, to ensure your safety and that of those working with you.
  - \* A Supervisor as a point of contact for support and guidance.
  - \* The opportunity to meet new people, make new friends and be part of a friendly and fun team.
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For further information or any queries please get in touch with the Volunteering Team on 01704 544645 or by emailing [volunteers@queenscourt.org.uk](mailto:volunteers@queenscourt.org.uk).