



## JOB DESCRIPTION

**JOB TITLE:** Field Sales Representative (Wolves Lottery)

**DEPARTMENT:** Ancillary Sales

**REPORTS TO:** Ancillary Sales Manager

**LOCATION:** Molineux Stadium, Wolverhampton and Remotely

**HOURS:** 20 hours per week (4 hours Per Day)

**DATE:** January 2024

**We are Wolves. Progressive, determined, bright, unified and humble. A pack that is hungry for success. Wolves is one of the fastest growing professional football clubs in the UK, and also boasts one of the richest histories in the beautiful game.**

Formed in 1877, Wolves was a founder member of the Football League, and was one of the country's most successful sides in the fifties and sixties. During a two decade spell the Black Country's most decorated side won three First Division titles and one of its four FA Cups.

Fast forward 70 years and Wolves are back amongst football's elite. In the past six years we have celebrated promotion to the Premier League, back-to-back 7<sup>th</sup> placed finishes and a Europa League quarter-final campaign. Now, we will be competing in the Premier League for a sixth successive season.

But at Wolves it is all about what we will do, not what we have done. We don't simply look to the future, we seize it.

**We take seriously our commitment to the safeguarding of children and adults at risk and to ensuring that Wolves is free from discrimination and harassment.**

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### Job purpose

Wolves Lottery is the biggest Football Lottery in the country and is now looking to expand its number of door 2 door canvassers within the local area. This role plays a vital role in helping to increase our weekly Wolves Lottery membership and positively promote our supported charities partners.

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### Key responsibilities

- Script Mastery- Memorising and perfecting established set scripts to ensure effective communication with customers
- Direct Sales- Conduct door to door Selling within local designated local target areas to maximise outreach and engagement.
- Product Knowledge- Maintain a thorough understanding & knowledge of the products offered to effectively address customer questions and demonstrate value.
- Public Engagement- Actively Engage with the public & community by attending events & representing the brand positively.



- Target Achievement- Consistently meet or exceed targets set by the Ancillary Sales Manager
  - Professional Presentation- Uphold & Maintain a professional appearance to foster trust and credibility with potential customers.
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### **General responsibilities**

- Compliance with Club policies
  - Compliance with the Club's health and safety procedures
  - Compliance with the Club's safeguarding policies
  - To promote the Club's values
  - To work consistently to embed equality & diversity into the Club
  - To undertake such other duties as may be reasonably expected
  - To maintain professional conduct at all times
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### **Key relationships**

- General Public
  - Ancillary Sales Manager
  - All Ancillary Sales staff
  - Other Beneficiaries within the Wolves Lottery product
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## Person Specification

### **Job Title: Field Sales Representative (Wolves Lottery)**

**Knowledge: the level and breadth of knowledge to do the job e.g. understanding of a defined system, method or procedure, legal or regulatory frameworks etc**

Essential

- A knowledge of society lotteries and how they operate
- A good geographical knowledge of the local area

**Technical/work-based skills: skills specific to the job e.g. language competence, typing skills, coaching skills etc**

Essential

- Full clean driving licence
- Strong administration skills

**General skills and attributes: more general characteristics e.g. flexibility, communication skills, team working etc**

Essential

- An excellent communicator with expertise interacting with the public, building an immediate face-to-face rapport and the ability to be motivated using your own initiative
- The confidence to sell ideas, items and be able to influence opinions
- Build relationships and communicate effectively to inspire others to contribute to support Wolves Lottery
- An excellent work ethic and a drive to succeed

**Experience: proven record of experience in a particular field, profession or specialism.**

Essential

- Knowledge and experience in a customer-facing role

Desirable

- Previously worked within sales or as a Canvasser (not necessarily gambling or society lottery)

**Qualifications: the level of educational, professional and/or occupational training required**

Essential

- Post-holder will be subject to a DBS check at the appropriate level and cleared by the Wolves Safeguarding Manager