

The National Lottery Promotions Unit (NLPU) has flexible roles that enable our people to give their best, broaden their skills and manage their career path. This job profile isn't intended to be an exhaustive list of your duties, rather it gives you an outline of what your role will involve. It will be for you to work with your colleagues to develop and shape your work in line with our strategic objectives and the objectives of the NLPU.



Campaigns Executive

Context

The National Lottery Promotions Unit (NLPU) is a small team promoting positive public awareness of National Lottery funding and the good causes it supports. The NLPU is a joint venture between Camelot UK Lotteries, distributors and the Department for Culture, Media & Sport.

Each week, the National Lottery changes the lives of ordinary people by raising over £30 million for good causes across the UK.

National Lottery players help build local communities, power sports teams, protect the environment, unleash creative talent, look after the elderly and unlock youth potential. In addition, support from the National Lottery wins Olympic medals and Oscars but despite this success, public awareness of the range and extent of National Lottery funding to good causes remains low.

The National Lottery Promotions Unit (NLPU) raises positive public awareness of National Lottery funding, thereby contributing to the overall brand health of The National Lottery. Through a series of campaigns and initiatives, the NLPU brings to life the purpose of the National Lottery and showcases the extraordinary impact Good Causes funding has across the UK.

Your role

As a Campaigns Executive in the NLPU you will support our team in the delivery of dynamic and engaging creative PR and social media campaigns. The role will help us shine a spotlight on the good causes funded thanks to National Lottery's players, celebrating the vital role the National Lottery plays. In this exciting role, you will have the opportunity to work alongside some of the UK's leading social media platforms, influencers, PR agencies, film makers and photographers to deliver high quality campaigns.

You will:

- Assist the team in the planning, delivery and evaluation of our PR and social campaigns.
- Undertake administrative tasks for the team including but not limited to media monitoring and coverage logging, case study summaries, commissioning photographers, arranging travel, organising merchandise and co-ordinating meetings.
- Liaise with National Lottery funded projects and other stakeholders such as the National Lottery family (distributors) and the operator to involve them in campaigns and keep them updated on the delivery of our work .
- Draft campaign materials including briefing notes, case study summaries, press releases, web copy and social posts.

Your experience

You will need to demonstrate your experience and qualifications in these areas:

- A demonstrable interest in beginning or continuing a career in communications, particularly public relations, and eager to learn and develop skills in an inspirational and friendly environment.
- A confident team-player with the ability to take initiative and work independently.
- A 'can-do' attitude and willing to help with tasks across the team.
- Excellent written and verbal communication skills with a positive attitude and a dynamic and flexible response to requests and changes.
- Be highly organised with an ability to work quickly and accurately and structure your workload efficiently.
- A good understanding of the media and digital landscape with a flair for creativity and the ability to build relationships with journalists, influencers and content creators.
- Be confident and happy on the phones - the role requires great interpersonal skills.
- Computer literate and confident in using Microsoft office tools.

Our mindset

- I am passionate about more people becoming aware of the positive impact of the National Lottery
- I am committed to effective networking across and beyond the National Lottery
- I value the diversity and aspirations of communities and colleagues recognising the need to provide equality of opportunity
- I will listen, learn, provide and encourage feedback and challenge
- I am responsible and accountable for the work that I do
- I work flexibly and collaboratively to meet the needs of others
- I apply knowledge and experience to share my learning and make One National Lottery a success
- I want to make the National Lottery a great place to work

Your job family is	NLPU	Your directorate is	NLPU.
Your mode of working is	Hybrid working (based in the London office two days a week)	Your role template is	Campaigns Executive