

ROLE DESCRIPTION: CHIEF EXECUTIVE, CAMELOT UK LOTTERIES LIMITED

Reports to: The Board

Job Purpose: To act as a Director of Camelot UK Lotteries Limited in the best interests of the Company and its shareholder in accordance with his duties as a director under the Companies Act 2006 (which include having regard to the interests of the Company's employees and to the need to foster the Company's business relationships with the Gambling Commission and all participants and other stakeholders in The National Lottery).

To act as the senior Executive of the Company so as to ensure:

1. the objectives of the Company as decided by the Board are fulfilled and those decisions taken by the Board are implemented;
2. the Company complies with its obligations under the Licence to run the UK National Lottery;
3. the development of the Company is in line with its mission and values.

Principal Responsibilities

1. Ensure that the Chairman, the Board, and where appropriate the Company's shareholder, are kept fully informed, in the form and frequency they require, upon progress in achieving the Company's objectives and implementing the decisions of the Board;
2. Develop and recommend a business strategy to the Board to achieve the Company's objectives. Ensure that the strategies, plans, and policies relating to the finances and proposed activities which would have a material effect on the Company are proposed, and subsequent performance is reported, to the Board in a timely manner;
3. Work with the Chairman to enable the Board:
 - (a) to develop a shared long-term strategic perspective;
 - (b) to engage in high-quality debate and decision-making, within a clear timetable and an agreed pace of change;
 - (c) to follow a balanced approach to short-term and long-term pressures; and
 - (d) to engage in early debates, before senior management have completed their thinking;
4. (Working with senior management) present explicit options and choices for building relevance and sustainability within an agreed risk appetite and available resources, including:
 - (a) clear illustrations of executive testing and re-framing, and their impact on different scenarios, and calculated downsides; and
 - (b) deep dives at the Board or the Audit, Risk & Security Committee, with a focus on:

- (i) continued visibility of operations, in order to understand performance strengths, weaknesses and priorities, and future challenges on the model;
 - (ii) horizon-scanning, to inform how the traditional ingredients for success (including the emerging competitive landscape, customer needs, the impact of technology, brand positions, and risks to the Company's reputation) are changing;
 - (iii) the development of scenario planning, and options which encourage agility and fast reactions to market circumstance, given the regulatory environment; and
 - (iv) the relevance of growth, and the allocation of resource.
5. Develop and maintain and, where needed, re-build a close and constructive working relationship with the Gambling Commission, and ensure that the appropriate interfaces are established and maintained;
6. Develop and maintain a close and constructive working relationship with the Company's shareholder, and ensure that the appropriate interfaces are established and maintained;
7. Ensure that the Company complies with its legal and regulatory obligations, and that Camelot personnel fully understand and comply with the Company's and their personal obligations to the Gambling Commission;
8. Ensure that the Board is consulted and receives proper information in a timely manner on any matter which would have a material effect on the Company;
9. Maintain a senior management team with the appropriate knowledge, skills, attitude, and motivation to achieve the Company's objectives, and ensure succession plans are in place for senior management;
10. Provide personal leadership to the entire Company and develop a management style that encompasses the agreed Camelot behaviours, encourages excellent working relationships within the Company and fosters sound business relationships with other companies;
11. Use personal and professional skills, contacts and experience to develop and maintain the credibility of the Company with key people in Government, the distributors of the National Lottery Development Fund, and other relevant organisations;
12. Represent the Company effectively in public;
13. Deploy the appropriate level of financial resources and assets and ensure that the business thereby achieves the maximum return on investment;
14. Comply with all obligations as a director required by law or regulatory practice or company policy;
15. Obtain independent professional advice at the Company's expense if this is required, provided that the permission is obtained (not to be unreasonably withheld) of the Chairman or the longest serving non-executive director who shall promptly report such request to the Board.

Approved by the Board on 22nd March 2018