

Role Statement



Position title:	Manager Customer Services
Position number:	4000214
Salary and Level:	Level 6 PSCSAA 2022
Reports to:	Senior Manager Customer Services (Level 7)
Direct reports:	2 x Retailer Customer Services Officer (Level 4) 6 x Retailer Customer Services Officer Shift (Level 4)

The organisation

Lotterywest is the only State Government owned and operated lottery in Australia, where all the available profit is returned to Western Australians through community and statutory grants. Lotterywest has supported the Western Australian community for over 90 years. Its vision is to 'build a better Western Australia together.'

Lotterywest is the employing agency for Healthway, which is the only State Government agency dedicated to health promotion. For over 30 years Healthway has been providing grant funding to sport, arts and racing organisations, community activities, and to health promotion projects and research. Healthway's vision is for a 'healthy and more active Western Australia.'

About the business unit

We exist to benefit our community by offering Western Australians an opportunity to dream safely and securely. We manage our local and national lotto games, our channels and service our customers by operating in a fast-paced collaborative environment that values creative problem solving, inclusiveness, authenticity, and adaptability.

We put people before profit; we design for our customers; we believe our brand is bigger than us. We embrace uncertainty, we tackle things together and help each other grow.

Key focus areas of the position

Reporting to the Senior Manager Customer Services, the Manager Customer Services plans, manages and delivers a wide range of high quality services and support to our customers and key stakeholders. The role has the following key areas of focus:

- People Leadership and Management
- Customer Services Operations
- Incident, Issues and Complaints Management
- Customer Relationship Management
- Continuous Improvement

Key responsibilities

- Leads, manages and coaches the Customer Services team to create an effective, positive and productive work environment.

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- Develops and manages the delivery of high-quality customer services and operational support functions across the Contact Centre, Processing and Front of House, for customers and key stakeholders.
- Manages continuous improvement of processes, artefacts, tools and systems to deliver effective customer services and support, including driving the active participation of staff
- Manages the issues, incident and complaint management functions ensuring the effective resolution of issues, incidents and complaints impacting customers.
- Assumes the business lead and/or manages medium scale projects and change activities within Lotteries.
- Manages research, analysis and reporting on customer operations for the effective management of operational services and initiatives.
- Manages the Customer Services teams procurement, contractual, legislative, legal, risk and audit management requirements.
- Manages the Customer Services teams budget, planning, resource prioritisation and reporting requirements.
- Develops and manages effective relationships with relevant internal and external stakeholders and key suppliers.
- Contribute to the development of customer service strategies and initiatives to improve overall service delivery.
- Undertakes other duties as required

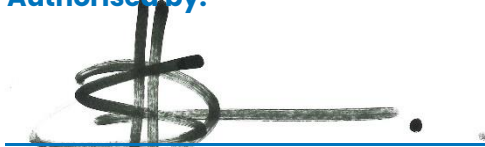
Mandatory / special role requirements

- Police Clearance

Essential selection criteria

1. Demonstrated experience in leading, managing, coaching and motivating a team effectively, fostering a culture of high performance
2. Demonstrated experience managing effective call centre and helpdesk customer services and operational support for a diverse customer base across multiple channels
3. Demonstrated experience in issue, incident and complaints management with the ability to deliver effective resolutions to meet business and customer expectations
4. Demonstrated experience developing and implementing innovative and effective customer relationship management strategies for a diverse customer base
5. Demonstrated ability to work collaboratively across teams in developing, integrating and managing complex business processes to achieve business outcomes
6. Excellent communication and interpersonal skills with the ability to develop and manage relationships with internal and external customers, business partners and stakeholders

Authorised by:



Shawn Holloway

General Manager Lotteries

Date: 21 March 2025