

Role Statement

Position title:	Brand Manager
Position number:	Generic
Salary and Level:	Level 6 PSCSAA 2022
Reports to:	Senior Brand Manager (Lotto) (Level 7)
Direct reports:	Marketing Officer (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 for 'a hopeful, healthy, connected and sustainable community life for all Western Australians'.

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 brands, sales 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 Brand Manager (Lotto), the Brand Managers are responsible for managing the development of strategic brand plans to deliver sales targets and brand metrics for Lotterywest. The role has a focus on developing and overseeing the marketing and communication plans in line with brand, acquisition and retention objectives, and has the following key areas of focus:

- Marketing and Brand Strategy
- Marketing Communications
- Sales Analysis and Reporting
- Stakeholder Engagement and Communication

Key responsibilities

- Responsible for contributing to the development and execution of the Marketing and Brand strategy, ensuring alignment with the organisations strategic plan.
- Development, execution and implementation of annual brand plans.
- Responsible for maintaining consistency and alignment of all marketing activities with the brand strategy, guidelines and advertising standards.
- Responsible for implementing product development initiatives and developing integrated product marketing campaigns and initiatives with clearly defined objectives, delivered within agreed budgets and aligned to the overarching brand strategy and business objectives.
- Provides input into the vision and future direction of marketing and brand strategies addressing competitive pressures and revenue growth objectives.
- Results driven, with a strong understanding of sales and brand metrics, including monitoring, analysing and reporting on overall performance of product and marketing campaigns.
- Responsible for the delivery of marketing projects, including briefing agency partners, execution in market and monitoring of campaign effectiveness to ensure the achievement of business objectives.
- Works within allocated budgets, including planning, tracking and reporting on budget expenditure.
- Interprets and considers relevant policies (including player safety and advertising standards), legal and risk requirements for the effective implementation of the brand and marketing strategy.
- Develops and manages effective relationships with a broad range of internal and external stakeholders.
- Engages, influences and provides advice to a broad range of stakeholders.
- Coaches, leads and develops team members with a focus on quality, timely and efficient delivery of services, to all internal and external customers.
- Fosters and promotes a high performing and engaged team culture driven by excellence.
- Undertakes other duties as required.

There are multiple Brand Manager positions and each is responsible for a designated portfolio of Lotterywest brands and products.

Mandatory / special role requirements

Police clearance.

Essential selection criteria

1. Proven experience in successfully executing brand and marketing campaigns across a range of communication channels to support the organisations business objectives.
2. Demonstrated experience in developing brand plans and managing highly complex portfolios of work, including balancing competing projects, priorities and deadlines.
3. Demonstrated business acumen and understanding of the measurement and interpretation of brand metrics.

4. Excellent interpersonal and communication skills (written and verbal) with the ability to build collaborative relationships with broad range internal and external customers and stakeholders.

Authorised by:



Glenn Jamieson
A/General Manager Lotteries

Date: 13 May 2024