

Role Statement



Position title:	Manager Media and Communications
Position number:	40000605
Salary and Level:	Level 6 PSCSAA 2024
Reports to:	Senior Manager Media and Communications (Level 7)
Direct reports:	Senior Media and Communications Officer (Level 5)

The organisation

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

The Media and Communications team is a key component of the Chief Executive Officer's Business Unit and is responsible for the effective leadership and delivery of the Lotterywest communications and public relations helping to deliver optimum brand recognition and enhanced engagement with our stakeholders, players, grants customers and the Western Australian community.

Key focus areas of the position

Reporting to the Senior Manager Media and Communications, the Manager Media and Communications represents Lotterywest as the official spokesperson and is responsible for developing and implementing communications, public relations (PR), media advice and communication plans to drive Lotterywest brand awareness. Supporting the Senior Manager Media and Communications to provide advice to the CEO and senior executives in relation to the media. The position also plays a lead role in the development and implementation of successful media strategies and plans, and contentious issues management. The role has the following key areas of focus:

- Official spokesperson duties, including participating in TV and radio interviews and preparing Executive for media opportunities
- Strategic PR and communications planning and implementation
- Media liaison
- Stakeholder engagement
- Contentious issues and risk management
- Evaluation and reporting to support continuous improvement
- Team management and leadership

Role Statement

Key responsibilities

- Leads the development, implementation and evaluation of Lotterywest's strategic PR and communications plans, and stakeholder engagement strategies
- Manages and responds to media enquiries and represents Lotterywest as the official spokesperson including participating in TV and radio interviews
- In consultation with Senior Manager Media and Communications, provides appropriate advice and preparation to Executive for media opportunities and responses to enquiries
- Develops and implements communications and media strategies to promote Lotterywest, including Lotto wins and highlighting Lotterywest grants and the benefit to the WA community
- Develops and implements well executed public relations and stakeholder engagement initiatives to meet overarching strategy and business objectives.
- Media liaison including managing media enquiries, proactive PR and executing official spokesperson duties
- Leads ministerial liaison to support media and communications activity including drafting briefing notes and speech notes for government
- Monitors and reports on media coverage and identifies opportunities to maximise media coverage to achieve business objectives
- Develops high-quality communications across all channels, in line with brand architecture and style guides, including media releases, key messages, presentations, speech notes and ministerial briefings
- Monitors, plans and responds to brand reputational issues
- Develops effective working relationships with key internal and external stakeholders to promote the Lotterywest brand, including State Government and media representatives.
- Contributes to the review and improvement of business strategies and processes to maximise communications outcomes
- Ability to autonomously manage multiple projects and meet deadlines
- Manages procurement processes, including contractual and risk management reporting
- Monitors, reviews, and reports on budget expenditure
- Understands relevant legislation, legal and risk requirements to inform PR and communications; including compliance with all relevant government procedures
- Manages the media on-call roster to ensure there is appropriate coverage
- Leads, coaches and develops team members to deliver on PR objectives that support the organisation's purpose
- Builds a supportive work environment, including assisting the team in the creation of productive workflows, prioritisation activities etc
- Other duties as required

Mandatory / special role requirements

Police Clearance / Current C Class driver's licence / Manage and participate in a media liaison on-call roster, and work outside of business hours as required


Essential selection criteria

1. Considerable experience in public relations, media and communications.
2. Demonstrated experience in creating high quality content for a variety of channels, including writing, video and photography skills.

Role Statement

3. Excellent media management skills with demonstrated ability to navigate and consider contentious issues when developing communications
4. Excellent verbal and written communication skills, with the ability to communicate key messages to promote brand awareness and achieve business objectives
5. Excellent interpersonal and negotiation skills with the ability to work effectively with diverse groups of people.
6. Well-developed planning and organisational skills including effective time management and the ability to manage multiple deadlines
7. Demonstrated experience in leading, managing and coaching direct reports effectively in a similar environment

Authorised by:



Colin Smith
Chief Executive Officer

Date: 8 July 2025