Role Statement

Position title:	Senior Digital Marketing Officer
Position number:	Generic
Salary and Level:	Level 5 PSCSAA 2022
Reports to:	Manager, Digital Marketing (Level 6)
Direct reports:	None

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 Manager, Digital Marketing, the Senior Digital Marketing Officer role is responsible for strategically planning, executing and optimising marketing communications across a broad range of digital channels, ensuring alignment to the broader media strategy, and contribute to the organisations business and brand objectives. The role has the following key areas of focus:

- Digital campaign performance and optimisation
- Digital Content Strategy and Planning
- Marketing Communications
- Stakeholder management and engagement

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Key responsibilities

- Develop and implement digital marketing and content strategies, to drive audience growth and optimise campaign performance.
- Collaborate with the Brand Manages to develop campaign strategies and implement digital marketing solutions that align with business objectives and target audience segments.
- Develop end-to-end digital campaigns, including email, social, search, and paid digital channels.
- Pro-actively monitor and report on campaign performance and provide recommendations for optimising outcomes.
- Manage a test and learn program, with the goal of increasing conversion and delivering sales and brand objectives.
- Develop written copy for a variety brands, audiences and digital platforms (website, LinkedIn and Social), that aligns to the brand strategy and tone of voice.
- Pro-actively collaborate with internal customers, across the various business units to create engaging content (written and visual) that reflects the diverse nature of our business, including players, retailers, grant organisations, and WA Community.
- Lead the content planning, development and scheduling, across Lotterywest's owned digital channels, ensuring alignment with paid media, brand and business objectives.
- Proactively monitor, identify and report on potential risks related to Lotterywest's content and social media platforms.
- Proactively contributes to continuous improvement practices and the development of an evidence-based and learning-oriented culture.
- Excellent interpersonal and communication skills, with the ability to influence and build collaborative relationships, with a broad range of internal and external stakeholders.
- A focus on quality, timely and efficient delivery of Digital Marketing services, to all internal and external customers.
- Undertakes other duties as required.

Mandatory / special role requirements

Police clearance.

Essential selection criteria

1. Demonstrated experience strategically planning, executing and optimising multiple marketing projects, across a broad range of digital channels, to deliver the organisations business and brand objectives.
2. Specialised knowledge of digital marketing systems and tools, including Google Analytics, Website CMS, SEO, SEM, Digital CRM and Marketing Automation.
3. Proven experience in developing content (visual and written) for a broad range of brands and audiences, across a variety of digital channels and platforms
4. Well-developed analytical skills, with the ability to produce reports and translate data into actionable insights.
5. Well-developed communication and interpersonal skills with the ability to manage relationships and liaise effectively with internal and external stakeholders across all levels.

Authorised by:

Glenn Jamieson
A/General Manager Lotteries
Date: 13 August 2024

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