



Dear Applicant

Thank you for your interest in the position advertised by Lotterywest.

Enclosed you will find information on:

- Lotterywest
- The position
- Guidelines for making an application
- Public Sector Standards.

As Lotterywest is a public sector organisation our recruitment processes are subject to Public Sector Human Resource Standards. The information about the Public Sector Recruitment Standard and Guidelines for Making an Application is provided to assist candidates prepare their application to meet the requirements of our recruitment processes. I encourage you to read this application kit carefully and follow the guidelines for making an application.

Please submit your application by **9.30am on Wednesday, 26 June 2013**.

We are pleased to accept applications by either:

☺ Personal delivery to our Reception, clearly marked 'Personal And Confidential' and addressed to the People Services Officer, Lotterywest, 74 Walters Drive, OSBORNE PARK WA 6017 or

✉ Post to, P.O. Box 1113, OSBORNE PARK DC WA 6916 or

✉ E-mail, please assemble all documents to make **ONE attachment ONLY** and send to recruitment@lotterywest.wa.gov.au typing the job title and vacancy number in the subject field.

Unfortunately late applications can not be accepted and therefore we would encourage you to give yourself sufficient time to complete your application.

For further information about the position please contact Janine Harvey on 08 9340 5235.

For further information about Lotterywest please see our web page at www.lotterywest.wa.gov.au.

Yours faithfully

A handwritten signature in black ink that reads "Jeanette Hahn".

JEANETTE HAHN

Manager, People Services



Sharing the Lotterywest dream

Job application pack



share it



Lotterywest – a unique Western Australian organisation

Lotterywest is built on a strong values base and a philosophy of partnership with our many stakeholders. Seventy-five years after we were established, we have become one of the world's top performing lotteries, raising millions of dollars each year for Western Australia's hospitals, arts, sporting groups and not-for-profit organisations. We are the only Australian lottery with a direct grants program which supports over a thousand WA community groups and charitable organisations each year.

Share in our Vision

As a Lotterywest staff member, you'll be contributing to our vision; to be a leader in the global lottery industry and to enhance the quality of life and wellbeing of Western Australians.

Share in our Purpose

Your work at Lotterywest will have a real impact on improving the lives of Western Australians. Our purpose is to provide funds and support to the community of Western Australia through our lottery operations.

Job application pack

About Lotterywest





Enjoy being part of the Lotterywest 'community'

By joining the team at Lotterywest, you'll enjoy the pride and satisfaction that comes with being part of an organisation that is helping meet community needs and turn dreams into reality. Jobs at Lotterywest are rewarding and diverse: from the marketing of our games and the management of our gaming technology, through to working with the wide range of community groups that receive Lotterywest grants.

Working with Lotterywest also means you have access to a number of employee benefits including:

- Access to the Lotterywest 'Wellness program' including free health checks and circuit classes
- A flexible work environment with the ability to purchase leave and negotiate flexible working hours
- A commitment to employee learning and development; Lotterywest spends more than double the training dollars on its employees than comparable government agencies
- A fun working environment with a variety of popular social activities on offer

Job application pack

About Lotterywest





Brand Manager

Level 4 (\$70,820 – \$74,845)

2x Full time positions

12 months fixed term, possible extension and/or permanency

This is a unique opportunity to contribute directly to marketing initiatives for the portfolio of Lotto and Scratch'n'Win games.

This dynamic role requires an enthusiastic marketing professional with experience in successfully implementing and managing multiple marketing communications campaigns across a range of media channels.

We are looking for an applicant with the passion to drive marketing strategy and planning on a day-to-day basis, and work effectively with a wide range of stakeholders including agencies, industry partners and Lotterywest staff.

This role will suit a motivated and positive person who boasts integrity, a proven track record in brand management, creative thinking and problem solving.

High level written and verbal communication skills are also essential.

For more information on the key responsibilities and the capabilities required, please read the Role Statement at the end of the pack.

Job application pack

Your new position





How to apply

Many people are surprised to learn that Lotterywest is a Government Authority. As such, we're required to follow government recruitment standards. Please read the following information to give yourself the best chance of success with your Lotterywest job application.

Step 1: Read the Role Statement

By reading the Role Statement of the job you're interested in, you'll find out the key responsibilities and the required capabilities on which your application will be assessed. The Role Statement outlines the skills, experience and knowledge required by the position. Your written application needs to demonstrate how your qualifications and experience match the position's key responsibilities in alignment with the required capabilities.

Step 2: Prepare your application

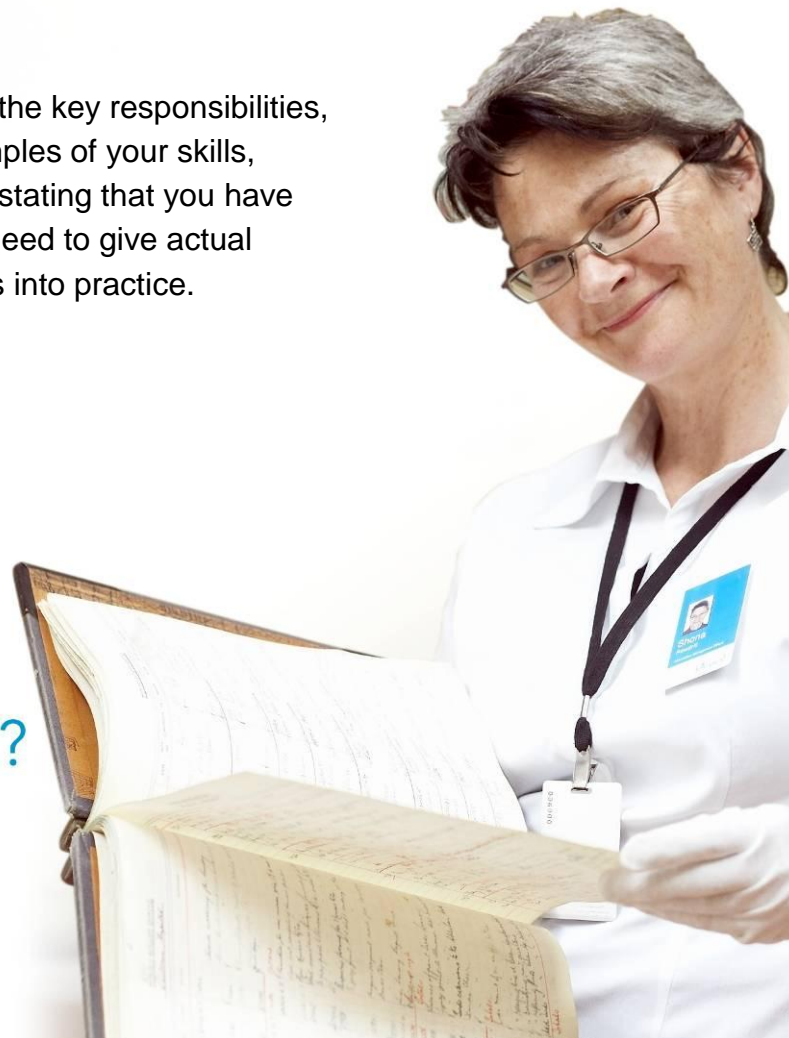
If your skills match the key responsibilities, you're off to a good start. Now you will need to do a formal application which normally includes:

✓ A covering letter

To demonstrate your suitability against the key responsibilities, your application needs to include examples of your skills, achievements and experience. Simply stating that you have the skills required is not enough. You need to give actual examples of how you have put the skills into practice. Your cover letter should be brief, no more than around three (3) pages.

Job application pack

Thinking of applying?





✓ **Your Curriculum Vitae**

Your Curriculum Vitae (your 'CV' or Resume) should include:

- Your name, address and contact telephone number.
- Your **email address**. We offer email communication to speed the response times to all applicants.
- A concise description of relevant work experience, achievements and the dates of your employment.
- Your education qualifications and training courses completed which are relevant to the position you are applying for.
- At some stage during the selection process, you may be asked to supply contact details of referees.

Step 3: Submit your application

Your application will need to be submitted by 9:30am on the date stated in the advertisement.

Please note: give yourself enough time to complete your application – we can't accept applications past the date and time stated in the advertisement.

Job application pack

Thinking of applying?





Step 4: Selecting the successful applicant

As a government agency, Lotterywest is committed to meeting certain recruitment standards to make sure the most suitable person is appointed for an advertised position.

The minimum standard of merit, equity and probity is met by following the principles stated below in the recruitment process:

- Conducting a thorough assessment which matches a candidate's skills, knowledge and abilities with the work-related requirements of the job and the outcomes sought by the public sector, which may include diversity.
- Making sure the process is open, competitive and free of bias, unlawful discrimination, nepotism or patronage.
- Arriving at decisions that are transparent and capable of review.

Step 5: Notifying the applicants

Your application, once submitted, will undergo a selection process, taking into account the Standards above, to narrow the field of applicants down to those who are most suitable to be interviewed.

Job application pack

Thinking of applying?



Have I been successful?

Some positions receive many applications to be assessed, however, we will endeavour to notify you of the outcome of your application as soon as possible.

Unsuccessful applicants

If you have been unsuccessful, you will be advised in writing primarily by email of the following:

- That the selection process has been completed and your application has been unsuccessful
- That you have an opportunity to ask for feedback on your application
- That you are able to apply for a review of the selection process if you believe that the Recruitment, Selection and Appointment Standard has been breached.

If you do not have an email address a letter will be forwarded to you.

If you would like to apply for a review of the selection process because you believe the Standard (outlined in Step four) has not been applied, you will need to do this in writing, stating how you believe the Standard has not been applied (this is called a 'Breach of Standard'). A Breach of Standard assessment will focus purely on the recruitment process, not on the competing merits of an unsuccessful applicant and a recommended applicant.

At Lotterywest, we have opted into the Office for the Public Sector Standards Commissioner (OPSSC) four day breach period. If you have a concern, you will have four days after receiving notification of the outcome of your application in which to lodge a claim to the Manager, People Services.

Job application pack

Thinking of applying?





Applicants suitable for interview

If you are assessed as a suitable candidate to progress to the interview stage, you will be personally notified by telephone. You will be advised during the interview what the next stage in the process will be and when you can expect to learn if you have been the successful applicant for the position.

Successful applicants

If you have been successful in securing a position at Lotterywest, you should be proud of yourself! Lotterywest is a popular employer and we look forward to having you on our team. You will be notified, usually by email, that you are the 'recommended applicant' for the position once the selection process is completed. In your written notification, we are obliged to notify you of the government 'Breach of Standards' period. This is the period where other applicants can lodge a claim if they believe Lotterywest recruitment has not followed appropriate processes.

Once this period is over and provided a substantiated claim has not been lodged, you will be notified in writing that you are officially the 'successful applicant' and a new member of Lotterywest staff! Congratulations!

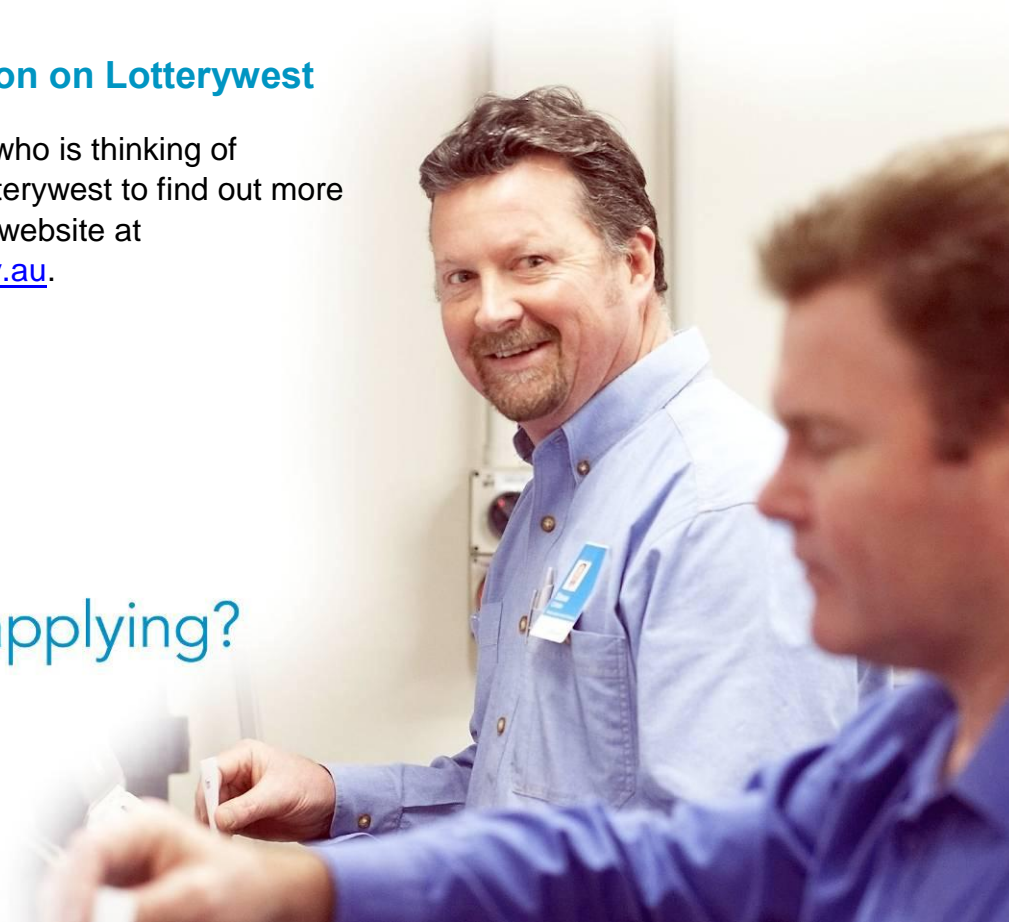
If you have any questions about Lotterywest's recruitment process please contact the People Services team on 9340 5206.

For more information on Lotterywest

We encourage anyone who is thinking of applying for a job at Lotterywest to find out more about us by visiting our website at www.lotterywest.wa.gov.au.

Job application pack

Thinking of applying?





Role Statement

| | | | |
|-----------------|----------------------------|------------------|-----------|
| Position Title: | Brand Manager | Position Number: | * |
| Salary Level 4 | \$70,820 - \$74,845 PSGOGA | Last Update: | June 2013 |

The Organisation

Since 1933 Lotterywest has been established for two reasons – to give the players of our games the chance to dream and from our lottery games, to raise money which would help to contribute to a better WA. Every year we give hundreds of millions of dollars to health, the arts, sport and recreation, as well as to thousands of community groups, who make a real difference to our lives every day.

The Team - Business Operations, Marketing

The Business Operations Business Unit is responsible for managing and developing our lottery operations. This diverse team of over 60 people is responsible for game management and product marketing, services and support to our retail network and players, and gaming system management.

Reporting to the Brand Marketing Manager*, this role is responsible for managing the marketing communications for our portfolio of Lotto and Scratch'n'Win games to achieve our business objectives.

The key responsibilities of the role are:

- Managing marketing communications initiatives end to end, from briefing agencies through to the evaluation of all activities associated with Lotto and Scratch'n'Win products for sale across retail and online channels;
- Preparing and delivering communications appropriate for a broad range of stakeholders;
- Assisting with strategy development and contributing to initiatives relating to the development of the Lotto and Scratch'n'Win brands;
- Managing the review, development and improvement of business processes associated with product marketing and monitoring compliance with all legislation and game rules;
- Working collaboratively across teams to ensure product marketing initiatives are supported by a broad range of internal and external stakeholders to achieve business outcomes.

*Reporting lines under review.

The Skills Required

In assessing candidates who apply for this position the following selection criteria are used:

1. Demonstrated experience in successfully implementing and managing multiple marketing communications campaigns across a range of media channels;
2. Demonstrated experience in working collaboratively with internal and external stakeholders to achieve business outcomes;
3. Demonstrated ability to contribute to strategic and marketing communications planning;
4. Demonstrated ability to develop business improvement strategies, processes and procedures;
5. Demonstrated high level of communication skills with the ability to confidently present messages in a clear, concise and articulate manner.

Required Qualifications or skills

- Tertiary qualifications in marketing or a related field of study and 3-5 years' experience in a similar role.