



# Job application pack

Thank you for your interest in working at Lotterywest – a unique West Australian organisation. This guide will help you prepare and submit a job application with Lotterywest and includes information about our recruitment and selection process.

## About Lotterywest

Every day Lotterywest gives West Australians a chance to dream by playing a range of lottery games. As well as selling our games and handing out millions of prizes to winners, we are unique in Australia as the only lottery to directly support the community through our grants.

Every time you play Lotterywest games, you help support thousands of not-for-profit organisations through direct grants; as well as contribute to statutory funding provided to local government authorities in health, sports and arts sectors.

Lotterywest has proudly supported the community for almost 85 years and remains committed to our vision to build a better WA together.

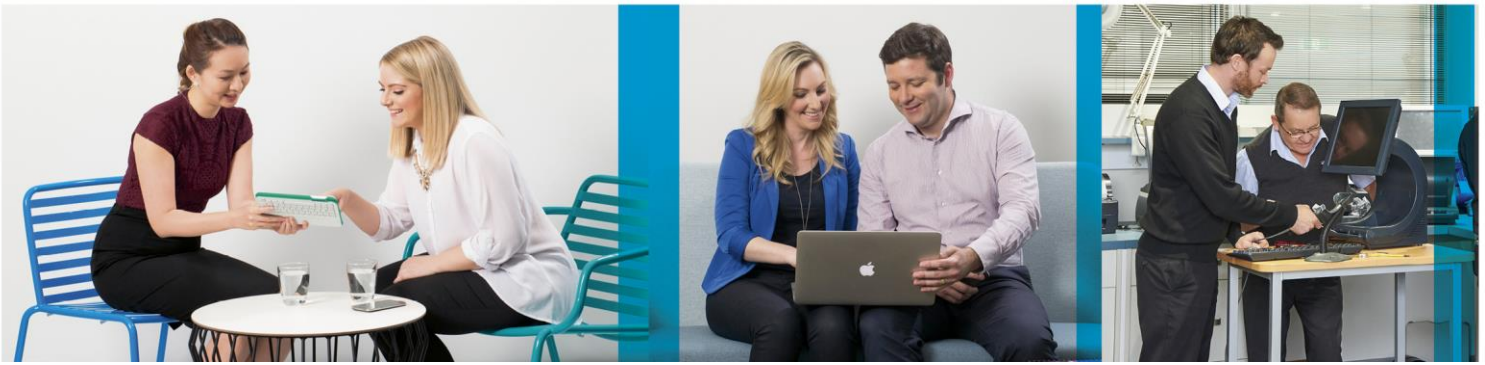
## Our Purpose

To enhance the quality of life and well-being of all West Australians through the funding, leadership and support we provide to our beneficiaries and by operating our lottery business with excellence and integrity.

## Our Values

Lotterywest is an organisation committed to serving the community of WA with excellence and integrity. Six core values underpin all that we do:

- Customer Focused
- Upbeat
- Authentic
- Smart
- Reliable
- Adaptable



## Enjoy being part of the Lotterywest community

By joining the team at Lotterywest, you'll enjoy the 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, the management of our gaming technology and information 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:

- A flexible work environment with the ability to purchase leave and negotiate flexible working hours.
- A commitment to employee learning and development in relation to your role and responsibilities.
- A friendly working environment with a variety of wellness and social activities on offer.

Lotterywest's Head Office is located in Subiaco. Our office offers excellent access to public transport, a range of public parking options and end of journey facilities for staff choosing to bike, run or walk to work.

## How do I apply?

Lotterywest is a State Government statutory authority. As such, we're required to follow the Public Sector Commissioner's employment standard as set out in the Commissioner's Instructions. Please read the following information to give you the best chance of success with your Lotterywest job application.

### Step 1: Read the role statement

The role statement is a high level document outlining the key responsibilities and the skills required for the position. The role statement is used to assess your application, assess your performance once in the position and develop your skills.

### Step 2: Prepare your application

If your skills match the skills required, you're off to a good start. Now you will need to prepare a formal application. Review the role statement for specific direction on what your application needs to include. Usually you will need to include a covering letter and your curriculum vitae.

When preparing your cover letter please refer to Page 5 of the Job Application Pack for specific application instructions.

Your curriculum vitae (CV or resume) should include:

- Your name, address and contact telephone number(s).
- Your email address.
- A concise description of relevant work experience, achievements and the dates of your employment.
- Your education qualifications and training courses.
- Contact details of your referees.



### Step 3: Submit your application

Your application will need to be submitted by the date and time stated in the advertisement.

Please give yourself enough time to complete your application as we are unable to accept applications past the date and time stated in the advertisement. Please submit your application online through the [Jobs.wa.gov.au](https://jobs.wa.gov.au) website.

### Step 4: Lotterywest's recruitment process

Lotterywest is committed to best practice recruitment standards. This ensures fairness in the process and that the most suitable person is appointed for an advertised position.

Merit, equity and probity are met by following the principles stated below in our recruitment process:

- Conducting a thorough merit based assessment which matches a candidate's skills, knowledge and abilities relevant to 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: Applicants suitable for interview

If you are assessed as a suitable candidate to progress to the next stage, then you will be invited to an interview.

### Step 6: Have I been successful?

We endeavour to notify you of the outcome of your application as soon as possible.

### Step 7: Successful applicants

Once the selection process is completed, if you are the successful applicant, you will be notified that you are the 'recommended applicant' for the position.

At the same time, unsuccessful applicants are also notified and offered the opportunity to seek feedback or they may also seek a review of the outcome.

This process is known as the Breach of Standards (BOS) process and usually takes four (4) working days. 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 Lotterywest staff member!



### Step 8: Unsuccessful applicants

If you have been unsuccessful, you will be notified in writing of this when the selection process has been completed.

You will also be provided with information about who to contact for feedback on your application. You will also be provided information about how to seek a review of the outcome of the process if you should feel that your application was not handled in accordance with the standards in Step 4 above.

This process is known as the Breach of Standards (BOS) process and unsuccessful applicants have four (4) working days to apply for a review. A Breach of Standard assessment will focus purely on the recruitment process, not on the competing merits of an unsuccessful applicant.

If you would like to apply for a review of the selection process you will need to do this in writing to the Senior Manager, People and Culture, Lotterywest.

### For more information about Lotterywest

If you have any questions about Lotterywest's recruitment process, please contact the People and Culture team on 9488 6333 or by email at [peopleandculture@lotterywest.wa.gov.au](mailto:peopleandculture@lotterywest.wa.gov.au).

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](http://www.lotterywest.wa.gov.au)



# Customer Services Engagement Officer

Level 4 \$78,452 to \$82,797 PSGOCSAGA

Job Vacancy Number: 18/90

Full Time – Fixed Term (12 months with the possibility of extension or permanency)

The Customer Services Engagement Officer is responsible for engaging with Lotterywest’s customers across multiple communication channels using a number of technology systems and contributing to improving the customer experience.

The successful candidate will be responsible for managing customer queries across our social media platforms, creating electronic direct mail content, managing issues, continuous improvement initiatives, data analysis and reporting and much more.

If you’re a skilled communicator with great attention to detail and have experience in a customer services role focused on improving the customer experience, we’d love to hear from you!

[lotterywest.wa.gov.au](http://lotterywest.wa.gov.au)



**Play Responsibly** [gamblinghelponline.org.au](http://gamblinghelponline.org.au) 1800 858 858

5. Role Statement

Please submit your application by 9.30am on Friday 14 December 2018.

Applicants are to apply online through the [Jobs.wa.gov.au](http://Jobs.wa.gov.au) website by clicking the ‘Apply for Job’ button and following the instructions. For application assistance, please contact People and Culture on 9488 6110.

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

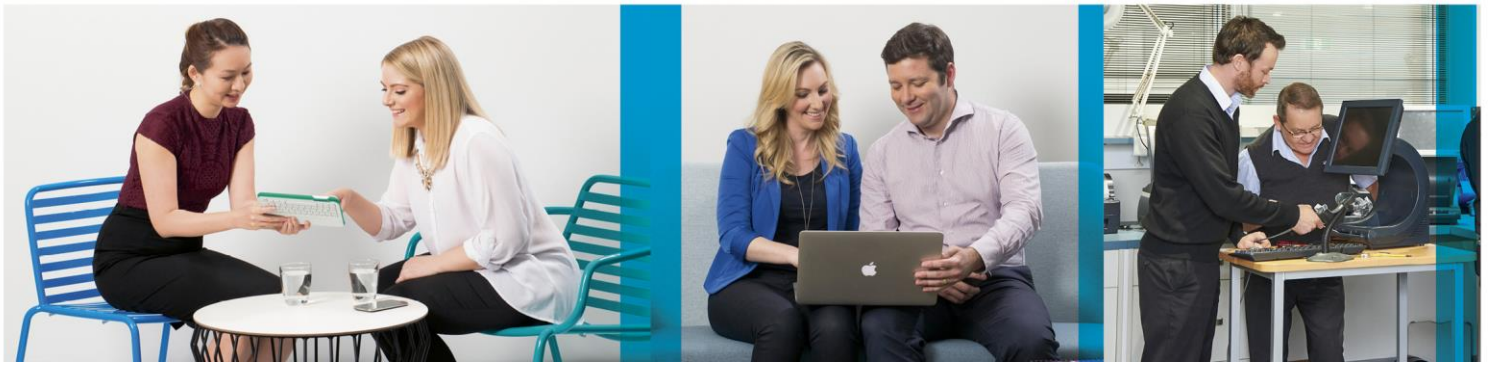
Please submit your CV and a personal statement with a word limit of 1500 words addressing the essential selection criteria.

For further information about the position please contact Chad Simeons, Senior Customer Services and Sales Officer on 08 9488 6303.

For further information about Lotterywest please visit [www.lotterywest.wa.gov.au](http://www.lotterywest.wa.gov.au)

Suitable applicants may be considered for future similar employment opportunities during the next six (6) months at Lotterywest.





## Role Statement

Customer Services Engagement Officer  
Level 4 \$78,452 to \$82,797 PSGOCSAGA

## The Organisation

Every day Lotterywest gives West Australians a chance to dream by playing a range of lottery games. As well as selling our games and handing out millions of prizes to winners, we are unique in Australia as the only lottery to directly support the community through our grants.

Every time you play Lotterywest Games, you help support thousands of grants for not-for-profit organisations and local government authorities, as well as the health, sport and art sectors through our statutory funding.

Lotterywest has proudly supported the community for over eighty years and remains committed to our vision to build a better Western Australia together.

## About the Business Unit

The Lottery Operations business unit is responsible for the effective leadership, management and development of our lottery operations to deliver optimum sales for Lotterywest. The business unit manages a range of frameworks and strategies to support positive and effective partnerships between Lotterywest, our retailers, customers and other stakeholders to achieve business goals.

The business unit comprises three sections being Gaming and Product Development; Retail; and Customer Services and Operational Support to all of our customers.

## Key Focus Areas of Position

Reporting to the Senior Customer Services and Sales Officer this role delivers a range of high quality services and support to our players and key stakeholders. The Customer Services Engagement Officer is responsible for providing our customers with an outstanding experience and contributing to sales growth for our portfolio of products including Lotto and Scratch'n'Win games. The role has the following key areas of focus:

- Outstanding customer experience
- Service excellence
- Data analysis and reporting
- Social media management
- Effective customer issues management
- Continuous service improvement



## Key Responsibilities

- Provides professional, effective and high quality customer services to players and key stakeholders through multiple communication channels and technology systems
- Responsible for the evaluation, improvement and development of processes to support innovative, contemporary and customer focused service and sales initiatives, for players and key stakeholders to meet customer expectations
- Identifies emerging issues affecting players and other stakeholders, analyses these, makes recommendations and manages the implementation of the agreed recommendations
- Responsible for the escalation and effective resolution of issues affecting players and other stakeholders or relating to Lottery Operations business processes and outcomes
- Develops positive and effective relationships with relevant internal and external stakeholders to support and improve quality service delivery
- Manages the content and distribution processes of a range of communications including:
  - Scheduled online communications to engage players and grow sales
  - Web content suitable for internal and external audiences
  - Email responses to player enquiries
- Works collaboratively across teams including marketing to develop strategies to engage with Lotterywest players promoting the products including Lotto and Scratch'n'Win for sales across all channels
- Identifies, analyses and reports on trends relating to player engagement, behaviours and sales
- Works collaboratively across teams to achieve business outcomes
- Identifies, analyses and manages the implementation of innovative customer service and sale initiatives that respond to the

- constantly changing needs and requirements of our players and key stakeholders
- Other duties as required

There are two positions that deliver a range of quality customer services and support to our players and key stakeholders.

## Mandatory/Special Role Requirements

- Police Clearance
- There may be an occasional requirement to work outside of normal business hours to deliver the key responsibilities of the role.



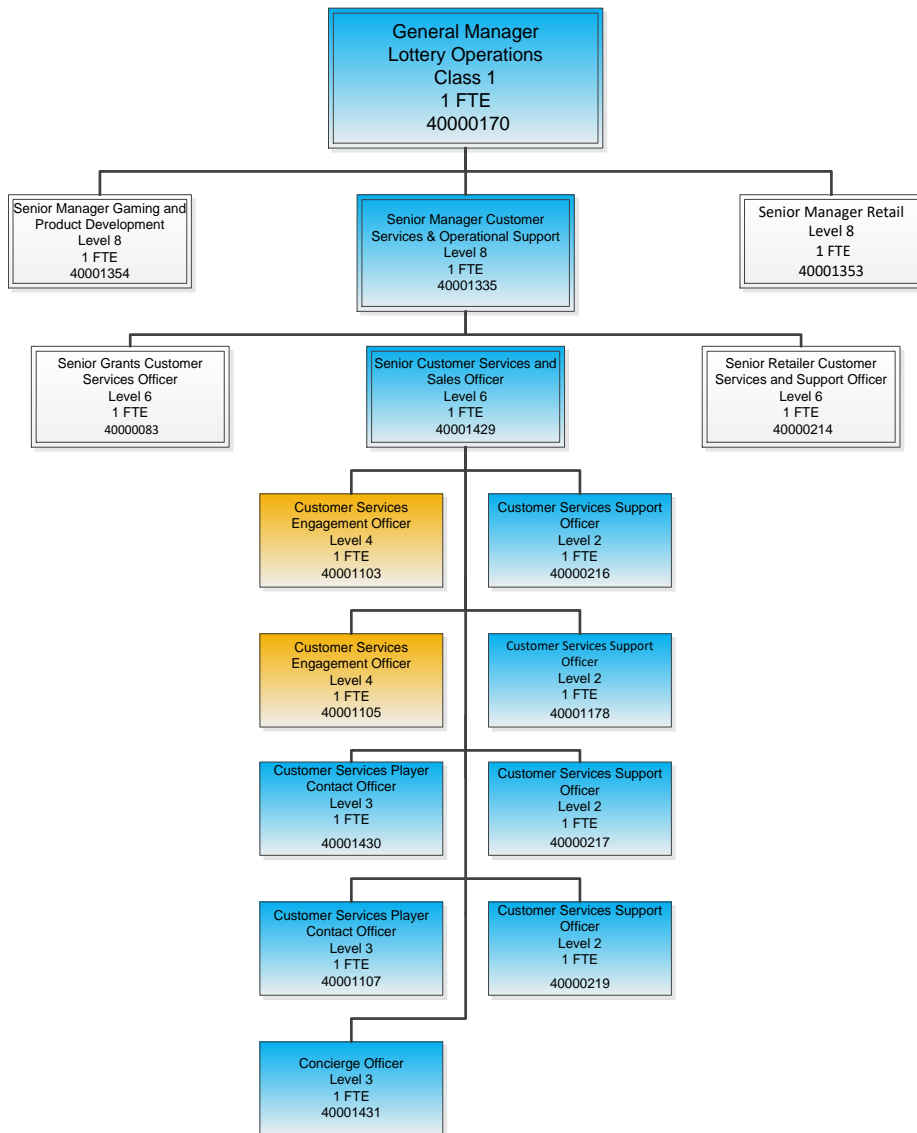
## Essential Selection Criteria

1. Demonstrated experience managing effective and high quality customer services, sales and operational support for a diverse customer base across multiple channels
2. Demonstrated experience managing a comprehensive and cross-functional issues management function, including reporting and analysis, escalation and effective resolution of issues to meet business and customer expectations
3. Demonstrated experience analysing information and trends in data to make informed decisions for implementing effective solutions to meet customer expectations and maximise business benefit
4. Demonstrated experience implementing innovative and effective customer relationship management strategies for a diverse customer base, including continuous improvement initiatives
5. Demonstrated ability to work collaboratively across teams in integrating and managing business processes, including relevant technology systems to achieve business outcomes
6. Demonstrated experience developing and managing relationships with internal and external customers and stakeholders





## Reporting Relationship



**Direct Reports**

**0**

**Indirect reports**

**0**