



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.

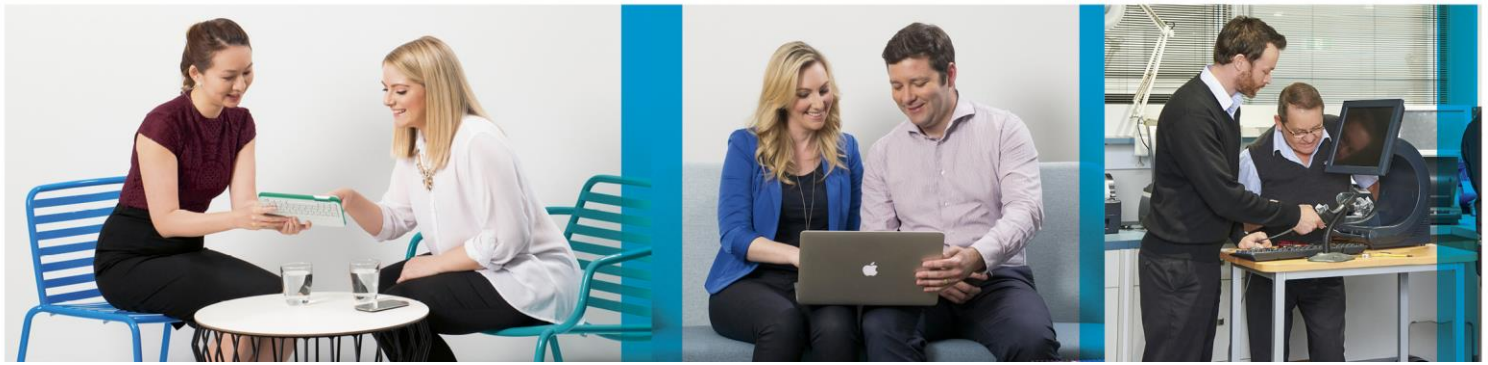
Our Purpose

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.

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



Senior Analysis & Insights Officer

Level 6 \$100,966 to \$ 111,590 PSGOCSAGA

Job Vacancy Number: 18/91

Full Time – Permanent

The Senior Analysis & Insights Officer is a unique and exciting opportunity to work within the Analysis & Insights division of the Planning & Market Development business unit. Reporting to the Senior Manager Analysis and Insights, you will play an important role in development, delivery and continuous improvement of key reporting functions within the organisation.

The role requires individuals that not only have a passion for working with data, but also in the utilisation of data to drive better business decision making within an organisation.

You are comfortable with complexity, uncertainty and change, and are happy to work either individually or collectively within a team. You lead by example and look to apply innovative approaches and solutions to problems you encounter where appropriate.

Please submit your application by 9.30am on Thursday, 27 December 2018.

Applicants are to apply online through the 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 of no more than 2 pages addressing the essential selection criteria.

For further information about the position please contact Glenn Jamieson, Senior Manager Analysis and Insights on 0438 142 414.

For further information about Lotterywest please visit www.lotterywest.wa.gov.au

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

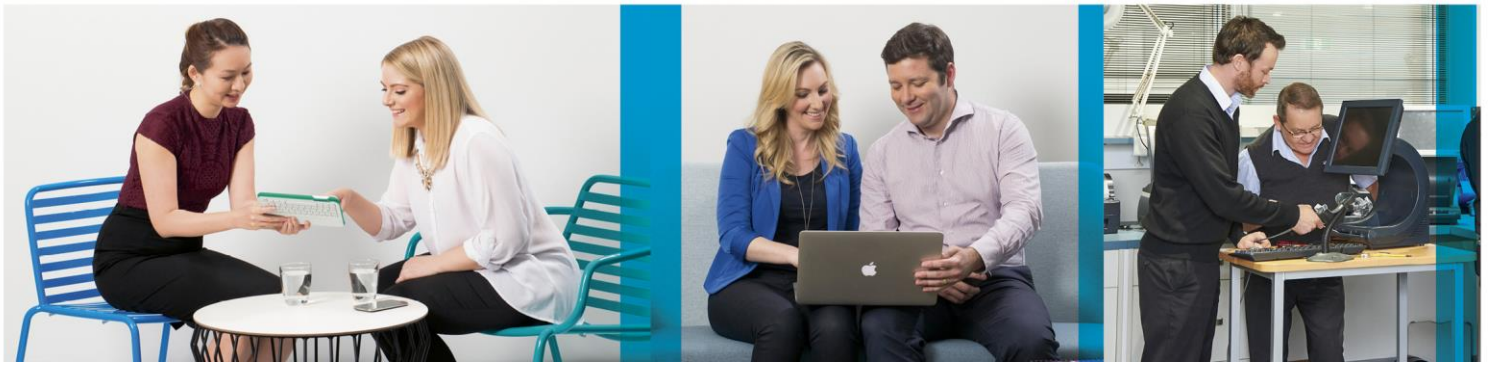
lotterywest.wa.gov.au



Play Responsibly gamblinghelponline.org.au 1800 858 858

5. Role Statement





Role Statement

Senior Analysis & Insights Officer

Level 6 \$100,966 to \$ 111,590 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

Planning & Market Development is responsible for the provision and services in the areas of business research and development, strategic, business and project planning and business analysis and insights. The business unit is also responsible for marketing and sales, as well as the development of Lotterywest's customer facing digital assets.

The business unit comprises of four streams being Market Research and Development, Analysis and Insights, Planning and Projects, as well as Marketing and Sales.

Key Focus Areas of Position

Reporting to the Senior Manager, Analysis and Insights and is part of the insights section. The key focus areas of the position are:

- Business Requirements
- Business Analysis & Analytics
- Continuous Improvement
- Creation of Value
- Dealing with uncertainty and Complexity
- Descriptive and Predictive Models
- Communication & Visualisation
- Qualification and Assurance
- Service Delivery
- Change Management



Key Responsibilities

- Leads the product and service analysis and insights function, contributes to its strategy, develops and implements the associated frameworks, standards, methods, toolsets, processes, key artefacts, and ensures all relevant technical and business disciplines and principles are applied, focus on outcomes and remain current in the areas of:
 - Requirements Management
 - Analysis, Analytics and Insights
 - Descriptive and Predictive Modelling
 - Reporting, Visualisation and Communication
- Leads the proactive analysis of product and service data to produce and communicate evidence-driven insights, reports, analyses and scenarios to validate, inform, support, implement and monitor tactical, operational, management and strategic objectives
- Undertakes advanced modelling (such as descriptive, predictive and experimental design) in areas such as next best product/service, segmentation, regression, cluster analysis, product/offer propensity, attrition, cost/price elasticity and optimisation, discount triggers and competitor analysis
- Researches, mines, relates, manipulates, and converts data and information from internal and external systems and sources by way of fit-for-purpose manual, semi-automated, scripted and automated processes and toolsets
- Leads product and service intelligence and insights improvement activities through the application of original thinking to existing and emerging methods, processes, products and services and by improving, streamlining, and reinventing work processes
- Sets the standards for the evaluation, quality assurance and quality control of internal and external sources, models and scenarios in terms of integrity, validity, consistency, accuracy, precision, timeliness, accessibility, availability, completeness, bias and relevance
- Investigates and uncovers root causes of issues, analyses multiple alternatives, business scenarios, risks and benefits for a range of potential solutions, recommends resource (human, technical, financial) requirements and collaborates with impacted stakeholders to support or challenge critical business processes and decisions
- Develops innovative and effective approaches to solve analytical problems seeking to involve, when and where required, relevant stakeholders, taking calculated risks and generating solutions to data and information challenges that build upon, adapt, and go beyond tradition and status quo
- Devises, facilitates buy-in, makes recommendations and guides implementation of corrective and/or preventive actions for complex issues that cross organizational boundaries and are unclear in nature
- Explains the context of inter-related situations, asks probing questions, and solicits multiple sources of advice prior to taking action, seeks and shares relevant information, opinions, and judgments
- Reports and presents the rationale of findings in easy to understand terms for all levels of colleagues and presents results that support problem solving and planning, contradicting common belief as required
- Other duties as required.

Mandatory/Special Role Requirements

Police Clearance

Required Qualification

Bachelor Degree in a relevant field that is suitable for the selection criteria below.

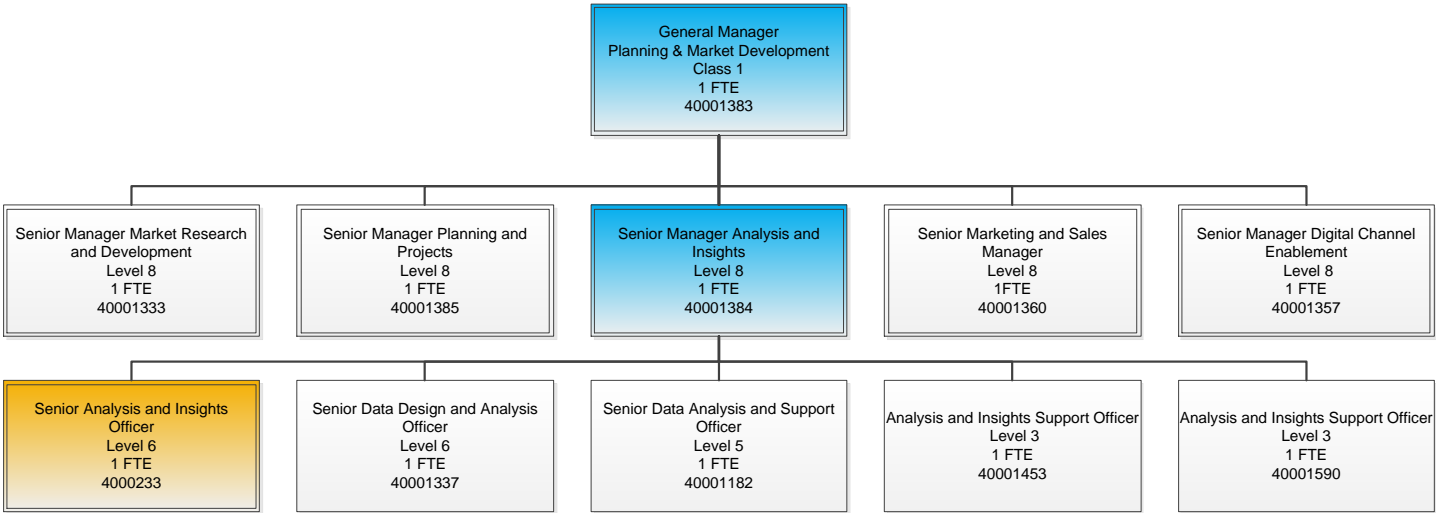


Essential Selection Criteria

1. Proven experience in business and data analysis providing actionable insights leading to business outcomes
2. Demonstrated design and implementation experience in data mining & conversion and associated tools (e.g. Excel, SQL, Python, relational databases) and statistical analysis tools (e.g. R, SAS & SPSS)
3. Demonstrated design and implementation experience in business reporting and visualisation and associated tools.
4. Demonstrated experience in project management and primary and secondary research
5. Excellent analytical, conceptual and problem solving skills
6. Demonstrated ability to work collaboratively across teams in developing, integrating and managing complex business issues, activities and processes to achieve business outcomes
7. Demonstrated experience developing and managing relationships with internal and external customers and stakeholders
8. Highly developed communication skills including the ability to confidently present messages in a clear, concise and articulate manner.



Reporting Relationship



Direct Reports	Indirect reports
0	0