

Job application pack

Thanks for your interest in working at Lotterywest. This guide includes information about our recruitment and selection process to support you in preparing and submitting a strong job application. Good luck!

Digital Content Officer

Level 3 \$71,896 - \$77,717 PSCSAA

Job vacancy number: 20/040

Full time – fixed term (12 months plus possibility of extension)

Follow these important application instructions:

i *Please submit your application by 9.30am on Tuesday 14 July 2020. Unfortunately, we can't accept late applications so please allow yourself enough time to complete your application before the due date and time.*

Apply online through the jobs.wa.gov.au website by clicking the 'Apply for Job' button and follow the instructions. Our People and Culture team are happy to help if you need assistance on (08) 9488 6493.

Please submit your CV and a cover letter of no more than 1500 words addressing the essential selection criteria which is outlined on page four (4).

For more information about the position please contact to Katie Leathendale, Senior Digital Marketing Officer on 08 9488 6183.

To learn more about Lotterywest please visit lotterywest.wa.gov.au.

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

About Lotterywest

Lotterywest has been giving Western Australians the chance to dream for more than 85 years. We're the only lottery in Australia, which is State Government owned and operated, with the majority of money spent on lottery tickets being returned to the community through prizes and grants.

Thanks to those that purchase our games and the hard work of over 500 retailers that sell them, our grants are a vital source of support for Western Australia's public hospitals, sports, the arts, local government authorities and thousands of not-for-profit groups.

The vision 'Building a better Western Australia together', has been the foundation of our operation since 1932 and enables us to continue delivering value to our State and remaining a Western Australian icon.

In 2018, Healthway commenced integration with Lotterywest and shares a common CEO. The Healthway team is co-located with the Grants and Community Development Business unit in Lotterywest.

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

- Customer focused
- Upbeat
- Authentic
- Smart
- Reliable
- Adaptable

About the business unit

The Lotteries Business Unit comprises four (4) sections: Development & Assurance, Operations & Support, Marketing & Sales; and Analysis & Monitoring. We develop, manage and operate our local and national games, our retail and digital channels, and we support and service our customers (retailers, players and the general public).

Key focus areas of position

Reporting to the Senior Performance Marketing Officer, the Digital Content Officer contributes to and supports digital channel functions for Lotterywest players. The role is responsible for the implementation, creation, quality assurance, maintenance and support of a number of key digital channels. The role has the following key areas of focus:

- **Digital Content: creation and design, editing and implementation**
- **Search Engine Optimisation**
- **Social Media Content Management**
- **Email marketing**
- **Other Digital Communications**

Key responsibilities

- Creating and/or editing and implementing content updates (SEO, written content, images, video) to Lotterywest digital assets (website, apps, and other portals and platforms)
- Managing social media channels: content creation and scheduling via Hootsuite, social media boosting and reporting. (*Monitoring and customer service functions actioned by Customer Services Team)
- Developing messaging for and facilitating email campaigns, including segmentation, managing user lists, scheduling and reporting
- Creating other digital communications such as app notifications and player surveys as required
- Collaborating cross-functionally to achieve successful outcomes
- Providing administration support and other duties as required
- Undertakes other duties as required

Mandatory/special role requirements

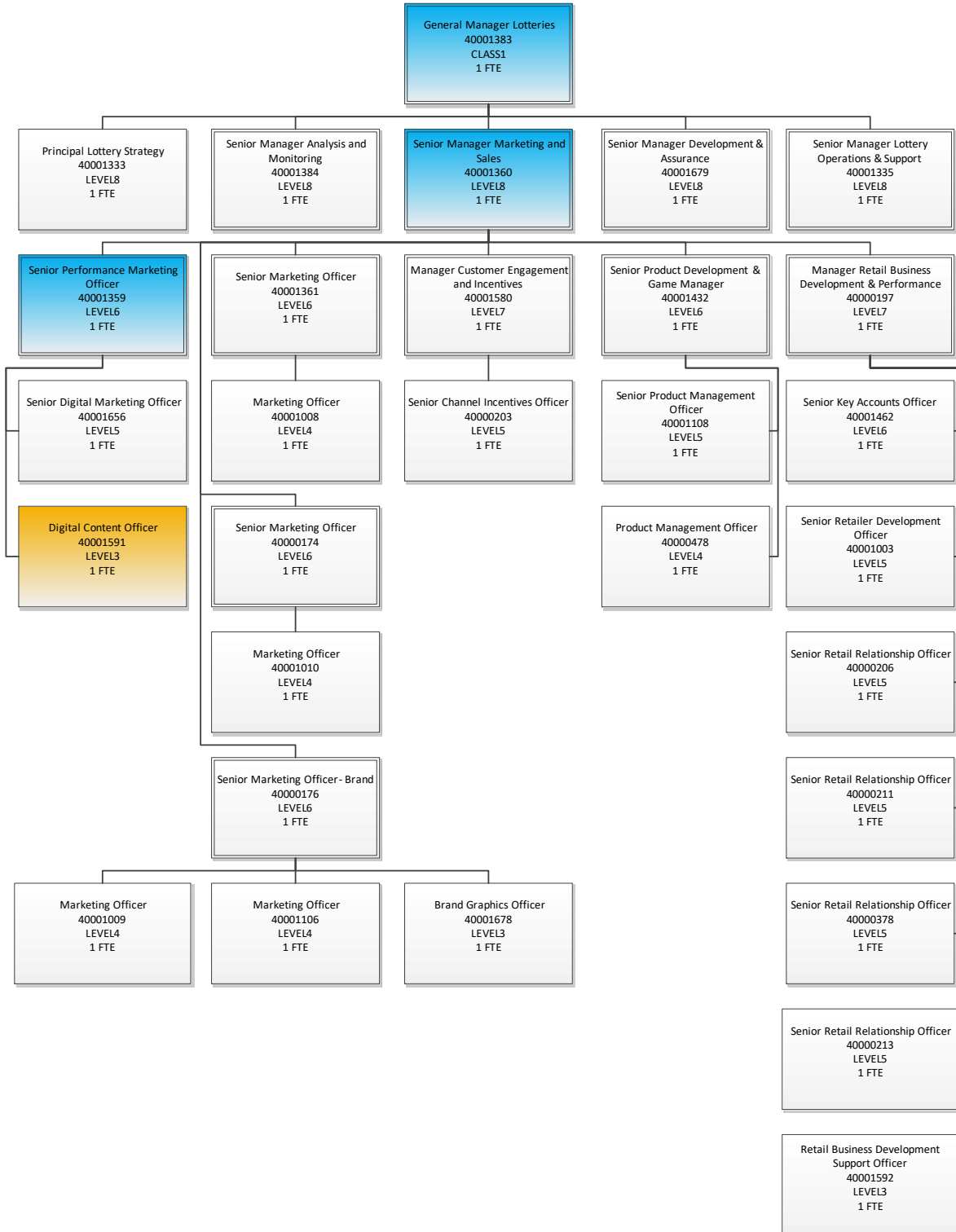
- Police clearance.

Essential selection criteria

i *As outlined on page one (1), please address the essential selection criteria in a cover letter of no more than 1500 words and submit in addition to your CV.*

1. Demonstrated communication skills with the ability to confidently deliver clear and concise messages, quality outcomes to deadline along with exceptional attention to detail
2. Demonstrated ability in creating engaging content, editorial and web publishing support (written, images/video)
3. Good understanding of best practices for effective online copy across different digital channels Including knowledge and experience in writing SEO copy
4. Hands-on CMS experience and ability to implement required content across the website, app and portals
5. Social media management experience (content management, scheduling, reporting, boosting)
6. Email campaign experience importing members, creating emails, generating reports (such as MailChimp)

Reporting relationship



Direct reports	Indirect reports
0	0

Why you should join us

We're a unique organisation and the work we do is diverse and rewarding. From the marketing of our games, the management of our gaming and information technology, through to working with community groups that receive our grants. Working with us gives you access to benefits including:

- A flexible working environment with the ability to negotiate working hours that suit you and Lotterywest.
- Learning and development opportunities to improve the way you work in your role.
- A variety of wellness activities such as health checks and exercise opportunities.
- A friendly place to work.

You can find our Head Office in Subiaco, close to public transport, a range of public parking options and great end of journey facilities if you're cycling, running or walking to work.

How do I apply?

As a State Government statutory authority we follow the Public Sector Commissioner's employment standards as set out in the Commissioner's Instructions. The below instructions will help you prepare and submit a strong job application that meets these requirements.

Step one: read the role statement

The role statement found on page two (2) to page five (5) of this Job application pack will outline the key responsibilities and skills needed for the position. If your skills match the skills needed then we'd love to receive your application! We'll use the role statement to assess your application and if you're successful, assess your performance once you're in the position.

Step two: prepare your application

Your job application should be formal. Look at the role statement for specific direction on what your application needs to include. Usually you'll need to include a cover letter that shows you have the skills and experience required to

perform the role, along with your curriculum vitae (CV or resume).

Step three: submit your application

Take note of the date and time your job application needs to be submitted by and allow yourself plenty of time to finish it. We're not able to accept your application after the date and time included in the advertisement. When you're ready, please submit your application online through the Jobs.wa.gov.au website.

Step four: interviews

If our assessment finds you to be a suitable candidate, we'll invite you for an interview.

Step five: successful applicants

We'll let you know if you were successful or not as soon as we can. At the same time, we'll also let unsuccessful applicants know the outcome. We offer them the opportunity to seek feedback and if they wish they're able to pursue a Breach of Standards (BOS) review of the outcome.

They have four working days to lodge a BOS review. If no one submits a BOS review in this time, we'll let you know in writing that you're the 'successful applicant' and a new Lotterywest staff member!

Step six: unsuccessful applicants

If you're unsuccessful, we'll let you know in writing after the selection process is complete.

We'll also send you information about who to contact for feedback and how to seek a BOS review of the outcome, if you feel that your application wasn't treated in accordance with the best practice recruitment standards in step four.

You have four working days to apply for a review. A BOS review focuses on the recruitment process itself, not on the abilities of an applicant.

For more information about Lotterywest

If you have any questions about our recruitment process, please contact the People and Culture team on (08) 9488 6493 or peopleandculture@lotterywest.wa.gov.au.