

Position Title: **Manager Marketing and Sales  
(Temporary)**

Position Number: **40001755**

Salary & Level: **Level 7 PSCSAA 2019**

Last Update: **January 2020**

### **The Organisation**

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.

### **About the Lotteries 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 various channels [retail and digital], and we support and service our customers [retailers, players and the general public].

### **Key Focus Areas of Position**

Reporting to the Senior Manager Marketing and Sales, the Manager Marketing and Sales is responsible leading and managing the development and implementation of sales, retail distribution, marketing and brand and IP strategies as well as day to day marketing and brand operations of all mass/above the line and direct/below the line activities across all channels. The role has the following key areas of focus:

- Marketing & Brand Strategy
- Marketing Communications
- Sales Targets & Performance
- Product, Service & Channel Development
- Market Analysis
- Key Supplier Management
- Change & Integration Management

### **Key Responsibilities**

- Manage the development, implementation, and monitoring of the organisation's Sales, Marketing and Brand strategies across all channels, their integration and their alignment with corporate strategy.
- Manage the program for developing and meeting sales portfolio, effectiveness and efficiency targets, and all associated forecasting, planning, monitoring and reporting activities.
- Manage the development and continuous improvement of all marketing and brand assets [strategies, frameworks, high level plans and processes] and ensure their currency.
- Responsible for the oversight and is accountable for their execution to agreed time, budget, quality, scope and customer experience standards.
- Manage the scoping and supports the integration of all marketing research activities, and monitors and analyses market trends.
- Responsible for the creative direction in relation to all marketing and brand asset development activities.
- Responsible for the quality, timely, effective and efficient delivery of the Marketing and Sales section services to all internal and external customers and the promotion of a team culture driven by excellence.

- Develops and manages effective relationships with all relevant internal and external stakeholders and key suppliers (creative, experiential, print, media and distribution).
- Undertakes other duties as required.

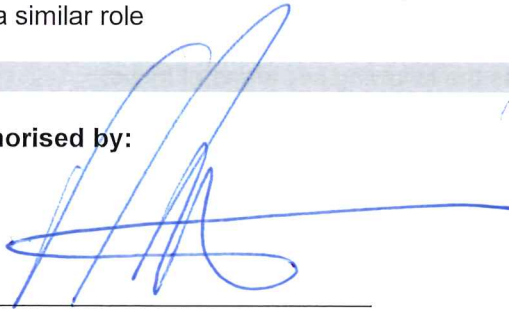
### Mandatory/Special Role Requirements

- Police Clearance

### Essential Selection Criteria

1. Specialised knowledge and exposure to the retail sector and trading environment and experience managing channel development initiatives across multiple channels (retail and online).
2. Specialised experience in the development and implementation of successful customer-focussed marketing, brand and sales strategies across multiple channels.
3. Demonstrated high level experience in marketing and brand operations and the development and implementation of key marketing metrics and investment attribution analysis.
4. Demonstrated experience in media strategic procurement and key supplier and agency management.
5. Demonstrated experience managing teams with a diverse range of responsibilities and proven record of fostering a culture of high performance.
6. Demonstrated experience developing and managing relationships with internal and external customers, business partners and stakeholders.
7. Demonstrated communication skills including the ability to build trust and influence organisational leaders.
8. Tertiary Qualification in Marketing (or in a related field of study); or a minimum of 5 years' experience in a similar role

Authorised by:

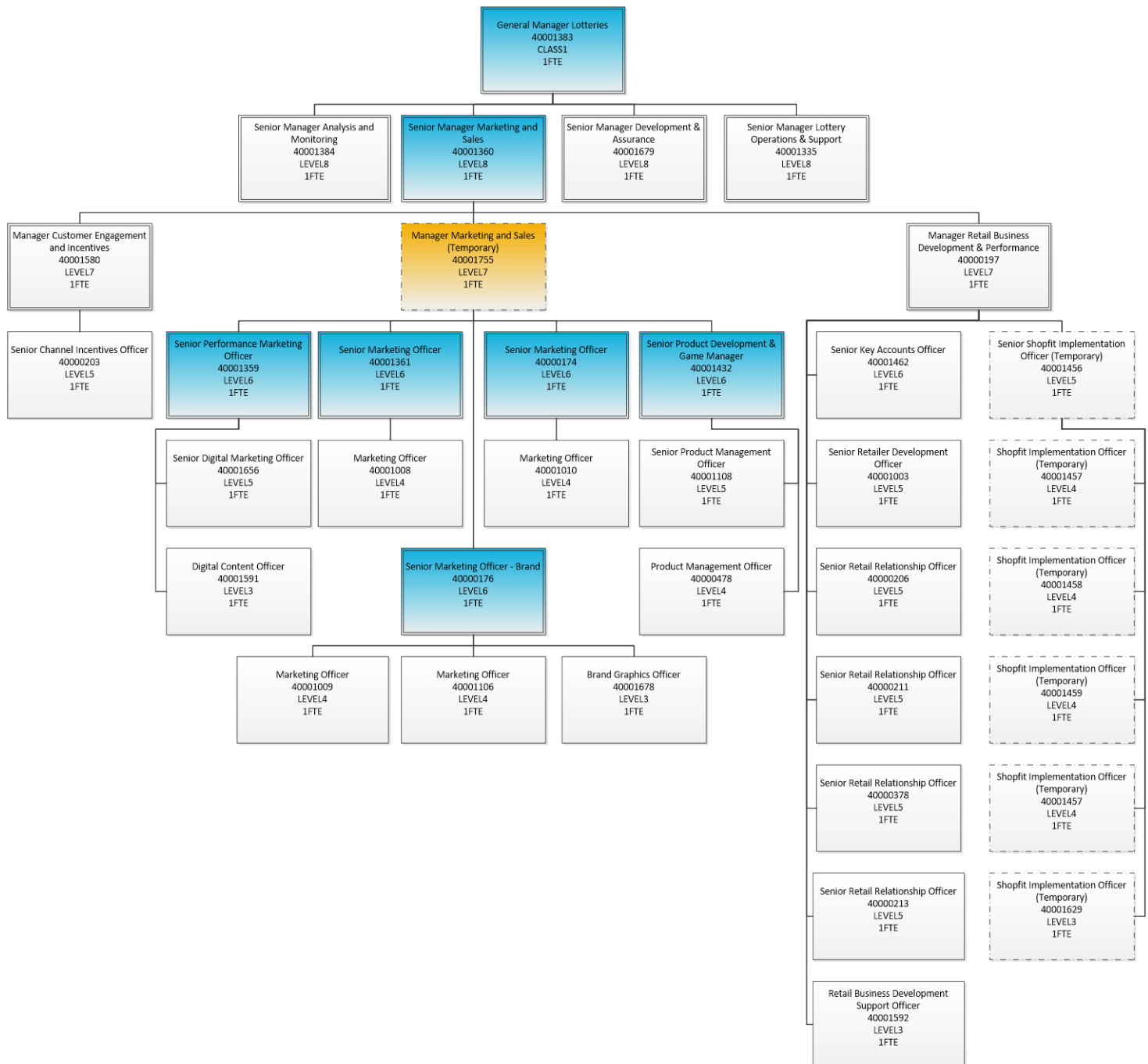


IOANNIS GEROTHANSIS  
GENERAL MANAGER LOTTERIES

Date:

29/01/20

## Reporting Relationship



### Direct Reports

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### Indirect reports

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