



Role Statement

Position Title: **Senior Data Reporting Officer** Position Number: **40001780**
Salary & Level: **Level 6 PSCSAA 2019** Last Update: **July 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 retail and digital channels, and we support and service our customers (retailers, players and the general public).

Key Focus Areas of Position

The Senior Data Reporting Officer is a member of the Analysis & Monitoring section in the Lotteries business unit and reports to the Manager Analysis & Insights. The role has the following key areas of focus:

- Business Analysis & Analytics
- Forecasting & Budgeting
- Qualification & Assurance
- Change Management
- Creation of Value
- Periodic & Event-Based Reporting
- Metrics Development and Validation
- Communication & Visualisation
- Service Delivery
- Dealing with uncertainty and complexity

Key Responsibilities

- Develops and manages the frameworks, models, toolsets, processes, key artefacts, and ensures all relevant disciplines and principles are applied, focus on business outcomes and remain current for the following key activities within the Lotteries team:
 - Retailer sales performance evaluation, forecasting and intelligence
 - Potential retail network site opportunity, evaluation, forecasting and analysis of sales
 - Key account development forecasting, intelligence, and analytics
 - Incentive, promotion and reward program development forecasting, intelligence and analytics
- Works with the Senior Manager Analysis & Monitoring in the assessment of the frameworks, models and measurement of the following activities:
 - Lottery sales and Grant returns budgeting, monitoring and forecasting
 - Event specific sales budgeting, monitoring and forecasting
 - Capital and operational cost forecasting, intelligence, and analytics
 - Channel development forecasting, intelligence, and analytics
 - Pricing and event modelling

The above key activities pertain to all products, services, and channels and all business segments.

- Researches, relates, manipulates, and converts data and information from internal and external sources by way of fit-for-purpose manual, semi-automated, scripted and automated processes and toolsets and between various internal and external business systems
- Evaluates, quality assures and controls internal and external data sources, models and scenarios for completeness, omissions, conformity and bias
- Identifies business needs and expected outcomes and develops, investigates, and models business scenarios to support or challenge critical business processes and decisions
- Develops innovative and effective approaches to solve analytical problems seeking to involve relevant stakeholders where appropriate
- Is responsible for the quality, timely, effective and efficient delivery of all relevant services to all internal and external customers and contributes significantly to the development of an objective, evidence-based, and learning-oriented culture
- Presents and depicts the rationale of findings in easy to understand terms for end customers and presents results that contradict common belief when needed
- Other duties as required

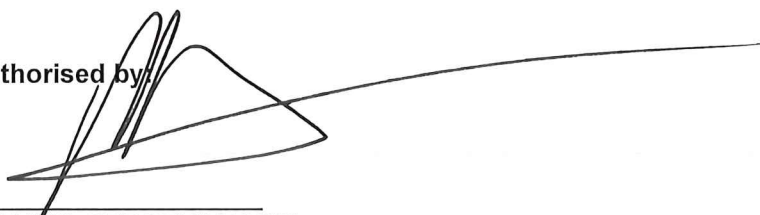
Mandatory/Special Role Requirements

Police Clearance
Pre-employment psychometric assessment

Essential Selection Criteria

1. Demonstrated experience in business analysis and analytics
2. Demonstrated experience in data modelling, data design, forecasting, budgeting and the development of pricing and cost models
3. Demonstrated experience in handling, management, conversion, quality assurance, aggregation, disaggregation and manipulation of master and transactional data using industry standard toolsets and systems such as Microsoft Excel, SAP, SQL or R
4. Demonstrated ability to think beyond the data, providing insights and recommendations that allow the business to make better decisions
5. Excellent analytical, conceptual, reporting 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

Authorised by:



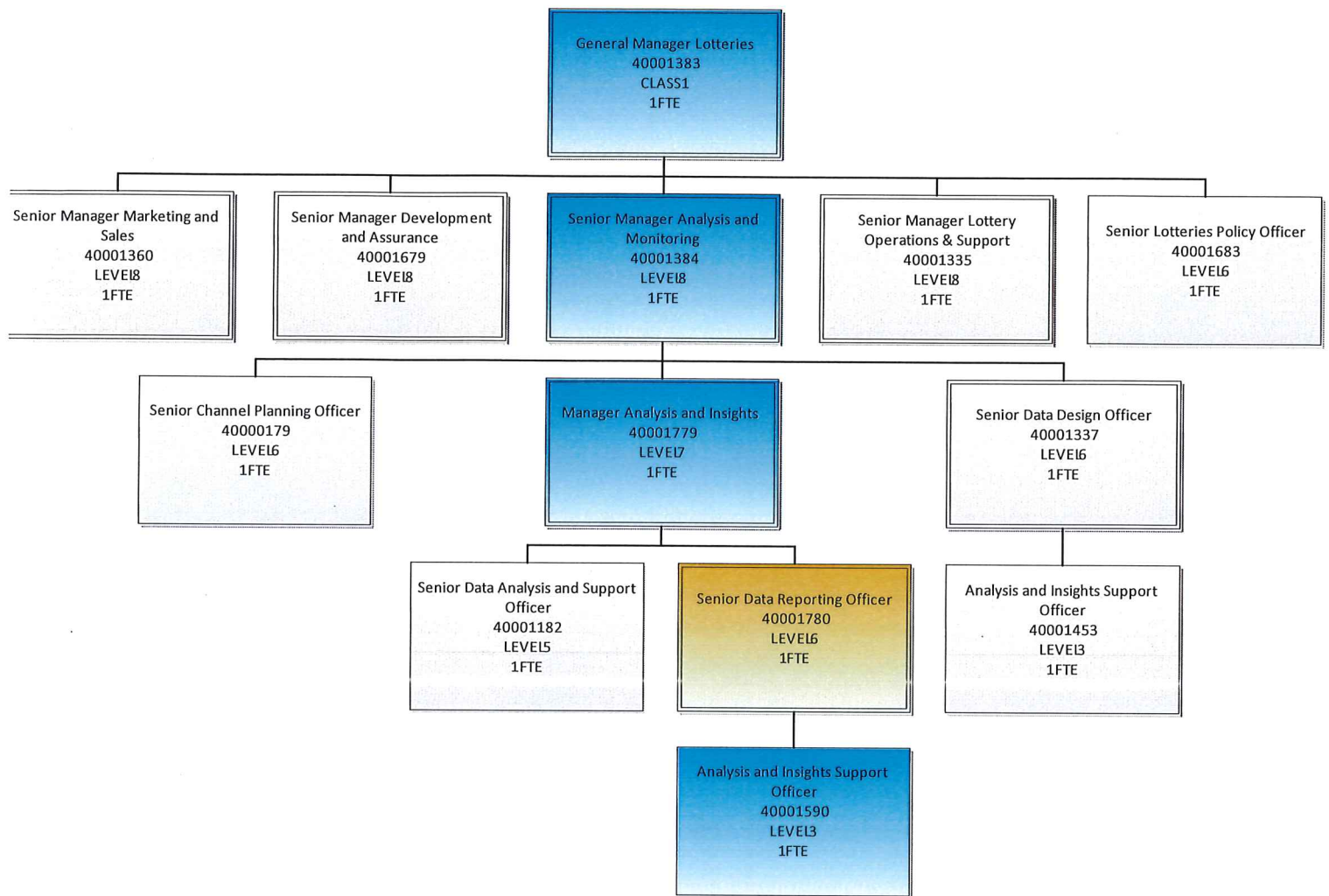
IOANNIS GEROTHANASIS
GENERAL MANAGER LOTTERIES

Date: 22/01/2025



Role Statement

Reporting Relationship



Direct Reports	Indirect reports
1	0

