



Role Statement

Position Title	Digital Marketing Officer (Temporary)
Position Number	40002032
Salary and Level	Level 4 PSCSAA 2021
Reports to	Manager Digital Marketing (Level 6)
Direct Reports	N/A
Last Update	May 2022

The Organisation

Lotterywest is the only State Government owned and operated lottery in Australia, where all the available profit is returned to Western Australians through community and statutory grants. Lotterywest has supported the Western Australian community for over 80 years. Its vision is to 'build a better Western Australia together.'

Lotterywest is the employing agency for Healthway, which is the only State Government agency dedicated to health promotion. For over 30 years Healthway has been providing grant funding to sport, arts and racing organisations, community activities, and to health promotion projects and research. Healthway's vision is for a 'healthy and more active Western Australia.'

About the Lotteries Business Unit

We exist to benefit our community by offering Western Australians an opportunity to dream safely and securely. We manage our local and national lotto games, our channels and service our customers by operating in a fast-paced collaborative environment that values creative problem solving, inclusiveness, authenticity, and adaptability.

We put people before profit; we design for our customers; we believe our brand is bigger than us. We embrace uncertainty, we tackle things together and help each other grow.

Key Focus Areas of Position

Reporting to the Manager, Digital Marketing, the Digital Marketing Officer is responsible for the development, implementation, enhancement and optimisation of product and corporate branding across Lotterywest's Digital Platforms. The position has the following key focus areas:

- Digital content creative and communications
- Digital campaign planning and scheduling
- Testing and optimisation strategies
- Digital reporting, analysis and insights
- Revenue growth
- Stakeholder management and engagement

Key Responsibilities

- Work closely with the Marketing and Sales team as well as the wider Lotterywest business to ensure digital marketing activities align with overall brand and business objectives.
- Collaborates with Lotterywest business units and Brand Managers to maintain and create new engaging content across all digital channels, including website, social media, and app.
- Supports all digital systems in line with the organisations digital marketing objectives and strategies.

- Contributes towards the development and optimisation of digital marketing tools and functions to achieve targets and meet business objectives.
- Supports best practice social media platform publishing standards.
- Monitors and reports on Lotterywest digital channels
- Develops and maintains partnerships with internal and external stakeholders
- Proactively contributes to the development of continuous improvement practices
- Undertakes other duties as required.

Mandatory/Special Role Requirements

- Police Clearance

Essential Selection Criteria

1. Experience in digital channel marketing performance supported by some knowledge of application of testing methodology.
2. Experience in the development of best practice for brand creative and content assets.
3. Capabilities in the interpretation of customer data and brand metrics
4. Analytical, conceptual and problem-solving skills with the ability to identify business improvement strategies, processes and procedures
5. Sound interpersonal and communication skills with the ability to liaise effectively with a broad range of internal and external stakeholders.

Authorised by:



**IOANNIS GEROTHANASIS
GENERAL MANAGER LOTTERIES**

Date: 20 May 2022