



Role Statement

Position Title	Customer Services Engagement Officer
Position Number	Generic
Salary and Level	Level 4 PSCSAA 2021
Reports to	Senior Manager Customer Services & Projects (Level 7)
Direct Reports	N/A
Last Update	August 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 Senior Manager Customer Services & Projects, the Customer Services Engagement Officer delivers quality services and support to our players and key stakeholders. The Customer Services Engagement Officer is responsible for providing our customers with a great experience and contributing to sales growth for our portfolio of products. The role has the following key areas of focus:

- Customer call centre operations
- Social media management and engagement
- Effective incident, issues and complaints management
- Service excellence
- Electronic direct mail campaign and list management
- Data analysis and reporting
- Continuous service improvement

Key Responsibilities

- Provides professional, effective and high-quality customer services to players and key stakeholders through multiple channels using a number of technology systems
- Proactively contributes to the evaluation, improvement and development of processes to support innovative, and customer focused service and sales initiatives
- Identifies emerging issues affecting players and other stakeholders, makes recommendations and manages the implementation of the agreed recommendations

- Responsible for the escalation and effective resolution of incidents, issues and complaints affecting players and other stakeholders or relating to Lotteries business processes and outcomes
- Develops effective relationships with internal and external stakeholders to improve service delivery
- Manages the content and distribution of a range of communications including:
 - Scheduled online communications to engage players and grow sales
 - Web content suitable for internal and external audiences
 - Social media and email responses to player enquiries
- Works collaboratively across teams to develop strategies to engage with Lotterywest players promoting Lotterywest games.
- Identifies, analyses and reports on trends relating to player behaviour and sales
- Works collaboratively across teams to achieve business outcomes
- Manages customer service and sale initiatives that respond to the needs of our players and key stakeholders
- Undertakes other duties as required

Mandatory/Special Role Requirements

Police Clearance / occasional work outside of normal business hours

Essential Selection Criteria

1. Demonstrated experience providing high quality customer services, sales and operational support for a diverse customer base within a busy contact centre environment
2. Demonstrated experience with incident, issues or complaints management processes, including reporting and analysis, escalation and effective resolution
3. Demonstrated experience analysing information and trends and making recommendations to improve the customer experience
4. Demonstrated experience implementing customer relationship management strategies including continuous improvement initiatives
5. Demonstrated experience developing and managing relationships with customers and stakeholders

Authorised by:



IOANNIS GEROTHANASIS
GENERAL MANAGER LOTTERIES
Date: 2 August 2022