

Role Statement



Position title:	Retail Strategy Analyst
Position number:	40002355
Salary and Level:	Level 5 PSCSAA 2022
Reports to:	Senior Manager Channel Development (Level 7)
Direct reports:	None

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 90 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 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 brands, sales 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 the position

Reporting to the Senior Manager Channel Development, the Retail Strategy Analyst is responsible for researching and analysing locations across WA to assist with recommendations designed to optimise the distribution of our lottery products. The role has the following key areas of focus:

- Retail Channel development
- Retail network planning
- Managing business processes
- Planning and prioritising
- Stakeholder engagement
- Research and Analysis
- Continuous service improvement

Key responsibilities

- Applies agreed processes and standards to promote new retail locations, assess applications, and assist with recommendations regarding the appointment of retailers to new retail locations.

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- Applies agreed processes and standards to assess relocation requests and assists with recommendations regarding the suitability of the proposed location.
- Researches, develops and maintains a database of potential new retail locations across Western Australia.
- Reports on channel performance, identifying trends, validating forecasts and making recommendations regarding existing and future retail locations.
- Provides robust, insightful analysis in response to strategic questions.
- Coordinates and attends site visits to assess proposed retail locations with relevant stakeholders.
- Collaborates with stakeholders to facilitate the effective delivery of the channel distribution strategy.
- Collaborates with stakeholders to identify, plan, and deliver improved processes, artefacts, tools and systems for the Channel Development function.
- Undertakes business plan and interview assessments of potential Lotterywest retailers.
- Develops and maintains positive and effective relationships with all relevant internal and external stakeholders to support effective development of the retail channel, quality service delivery and optimise business outcomes.
- Administers relevant Channel Development contracts and agreements.
- Undertakes other duties as required.

Mandatory and special role requirements

- Drivers Licence/ Police Clearance

Essential selection criteria

1. Demonstrated experience undertaking and coordinating complex research and analysis in a retail, FMCG or property industry.
2. Well-developed conceptual, analytical and report writing skills with substantial experience in preparing recommendations, agreements, reports and briefings.
3. Demonstrated ability to work collaboratively across teams in developing and delivering complex business processes to achieve desired business outcomes.
4. Excellent communication and interpersonal skills with the ability to develop and manage relationships with internal and external customers, business partners and stakeholders.
5. An understanding of the contractual, legislative, legal and risks associated with the effective operation of retail network.

Authorised by:



Jenny Cullen

Acting General Manager Lotteries

Date: 15 March 2024