

Role Statement



Position title:	Senior Manager Customer Services
Position number:	400002286
Salary level:	Level 7 PSCSAA 2022
Reports to:	Director Customer Experience (Level 8)
Direct reports:	Manager Retailer Customer Services (Level 6) Manager Customer Services (Level 6)

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 Lotteries Director Customer Experience, the Senior Manager Customer Services is responsible for leading, planning, managing and delivering core services to the customer contact centre, processing and front of house services for our players, retailers and all stakeholders. The role has the following key areas of focus:

- People Leadership & Management
- Project & Change Management
- Customer Relationship Management
- Incident, Issues & Complaints Management
- Continuous improvement
- Stakeholder Engagement & Management
- Operational management
- Risk Management

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Key responsibilities

- Leads, manages and develops the customer services team, its people and resources through strategies providing a positive and proactive work environment.
- Develops and manages effective relationships with all relevant internal and external customers, stakeholders, suppliers and business partners.
- Develops and manages the delivery of high-quality and compliant customer and operational support services designed to achieve business outcomes and meet the needs of customers and stakeholders.
- Ensures that customer services and processing services are delivered in accordance with Lotterywest policies and procedures.
- Manages the issues, incident and complaint management functions, ensuring the effective resolution of issues, incidents and complaints.
- Operational management of all relevant budget, planning, resourcing, reporting, procurement, contractual, legislative and risk management requirements.
- Manages the development and continuous improvement of processes, artefacts, tools and systems to deliver contact centre services and processing services efficiently and effectively.
- Leads research, analysis and reporting on customer operations for the effective management of operational services and initiatives.
- Assumes business lead, project manages and/or provides Subject Matter Expertise (SME) input to projects and change initiatives.
- Manages and develops the service areas with a focus on the quality, timely, effective and efficient delivery of relevant services and the promotion of a team culture driven by excellence.
- Undertakes other duties as required.

Mandatory / special role requirements

Police Clearance

Essential selection criteria

1. Demonstrated high-level experience leading and delivering customer and operational support services for a diverse customer base across multiple channels.
2. Demonstrated high-level experience in issue, incident and complaints management with the ability to deliver effective resolutions to meet business and customer expectations.
3. Demonstrated experience developing and implementing innovative and effective customer relationship management strategies for a diverse customer base.
4. Demonstrated high-level experience in leading, managing and developing teams and a proven record of fostering a culture of high performance.
5. Demonstrated high-level ability to work collaboratively across teams in developing, integrating and managing complex business processes to achieve business outcomes.
6. High-level communication and interpersonal skills with the ability to develop and manage relationships with internal and external customers, business partners and stakeholders.

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7. Demonstrated focus on continuous improvement to delivery services efficiently and effectively and improve the customer experience.

Authorised by:



Ioannis Gerothanasis
General Manager Lotteries

Date: 9 January 2024