

# Role Statement

---



<b>Position title:</b>	Senior Digital Product Manager
<b>Position number:</b>	Generic
<b>Salary and Level:</b>	Level 7 PSCSAA 2022
<b>Reports to:</b>	Director Customer Experience (Level 8)
<b>Direct reports:</b>	Senior Business Analyst (Level 5)

---

## 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 for 'a hopeful, healthy, connected and sustainable community life for all Western Australians'.

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 Director Customer Experience, the Senior Digital Product Manager is responsible for the end-to-end ownership of one or more customer facing digital channels. As part of the role, the Senior Product Manager will lead one or more Digital Product Teams to maintain and enhance our digital channels. The role has the following key areas of focus:

- Digital Customer Experience
- Discovery and Delivery
- Road mapping and prioritisation
- Product Operations
- Leadership
- Customer and Business outcome ownership

# Role Statement

---

## Key responsibilities

- Champions the Lotterywest Strategy, Digital Sales Channel strategy and Customer Experience.
- Undertakes a range of discovery activities to generate actionable insights and ideas to inform product decisions.
- Identifies, analyses, evaluates, and prioritises opportunities & solutions that will deliver business and customer outcomes.
- Develops value-focused Product Roadmaps, by synthesising and assessing a range of internal, external and generative inputs.
- Leads and coordinates the ongoing flow of valuable, ready to play work into the cross-functional team, including the analysis and the development of business cases etc when required
- Provides effective management of stakeholders and change, such as engagement, frameworks, policies, change assessments and communication documentation.
- Collaborates with one or more cross-functional product teams and makes day-to-day decisions, while ensuring a positive, efficient and effective work environment.
- Manages objectives, scope, schedule, quality and risk to ensure sustainable team delivery and determines appropriate resolution or escalation decisions when required.
- Assists with the management of product operations such as risk & incident management, vendor & contract management and budget.
- Develops and maintains effective working relationships with internal and external stakeholders including people leadership to ensure the overall achievement of objectives and outcomes.
- Undertakes other duties as required.

---

## Mandatory / special role requirements

- Police Clearance

## Essential selection criteria

1. Specialised knowledge and experience in enhancing and maintaining customer facing digital experiences
2. Awareness and exposure to one or more contemporary product/service delivery methodologies (e.g. Lean, Scrum, Agile, CX and UX)
3. Demonstrated high-level facilitation, coaching and motivational skills to lead and coach individuals and cross-functional teams toward objectives, goals or outcomes.
4. Demonstrated high level conceptual, analytical and problem-solving skills, including working with data sources to make evidence-based business decisions
5. Demonstrated high level interpersonal and communication skills with the ability to build relationships and liaise effectively across all levels with a broad range of internal and external stakeholders

## Role Statement

---

**Authorised by:**



---

**Ioannis Gerothanasis**  
**General Manager Lotteries**

Date: 11 April 2024