

# Role Statement



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<b>Position title:</b>	Retail Image Officer
<b>Position number:</b>	Generic
<b>Salary and Level:</b>	Level 4 PSCSAA 2022
<b>Reports to:</b>	Senior Manager Channel Development
<b>Direct reports:</b>	None

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## 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 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.

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## Key focus areas of the position

Reporting to the Senior Manager Channel Development the Retail Image Officer coordinates and administers the Lotterywest retail image program across the retail network, to achieve optimum retail brand representation and quality standards. The position has the following key focus areas:

- Managing business processes
- Planning and prioritising
- Building stakeholder relationships
- Service excellence

## Key responsibilities

- Provides shopfit design and process advice to new and existing retailers.
- Coordinates and administers the shopfit program for new and existing outlets according to agreed specifications, quality standards and timeframes

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- Coordinates and administers shopfit maintenance and signage as required for new and existing outlets according to agreed specifications, quality standards, branding and timeframes.
- Works collaboratively with stakeholders to develop, review and implement processes and work instructions to manage the successful implementation of the retail image across the network.
- Analyses relevant reports and information to identify potential opportunities and risks. Works collaboratively with stakeholders to develop initiatives and plans to respond to opportunities and risks.
- Coordinates, administers and contributes to relevant contractual, legislative, legal and risk requirements for the effective operation of the function.
- Contributes to budget planning, allocation, expenditure and reporting to ensure the effective operation of the function.
- Creates, maintains, and controls retailer records and documents in accordance with Lotterywest standards.
- Develops positive and effective relationships with all relevant internal and external stakeholders to support and improve quality service delivery and optimise business outcomes.
- Undertakes other duties as required.

### **Mandatory / special role requirements**

- Police Clearance
- Drivers Licence (desirable)

### **Essential selection criteria**

1. Demonstrated experience delivering operational support services across a large and diverse retail network.
2. Demonstrated experience developing and improving processes, procedures and tools to support the delivery of an effective and best practice service.
3. Demonstrated conceptual and analytical skills with the ability to provide evidence-based solutions.
4. Demonstrated reporting skills including an understanding of budget planning, allocation and expenditure.
5. Sound interpersonal and communication (written and verbal) skills with the ability to develop and manage relationships with internal and external stakeholders and business partners to achieve business outcomes.

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**Authorised by:**

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**Ioannis Gerothanasis**  
**General Manager Lotteries**  
Date: 17 October 2023