

Job and Person Specification

Paid Staff



Position Title:	Lottery Manager
Department / Function:	Lottery
Reports to:	General Manager Corporate and Commercial
Classification – Grade:	N/A (Non EEA)

About St John Ambulance Australia - South Australia Inc

St John is a charity in the South Australian community working for the Service of Humanity. Our vision for the future, whether acting alone or in partnership with others, is the provision of charitable and humanitarian services to individuals, groups and organisations. Our relief work for persons in sickness, distress, suffering or danger recognises no barrier of race, colour or creed.

Within South Australia, St John engages some 1,500 volunteers supporting the community in the provision of First Aid services and Community engagement. St John also employs approximately 100 paid staff, located at State Office and across the state.

Position Summary and Requirements

The Lottery Manager is a member of the Senior Management team and is responsible for leading the development and execution of Lottery campaigns. This includes working with the General Manager Corporate & Commercial on campaign strategy development and directing the Lottery Coordinator to manage the day to day operation of the lottery call centre team, the open inspection team, the managing of customer inquiries, posting of tickets, supply of prizes, and the other day to day activities related to the lottery.

The Lottery Manager will be responsible for; monitoring the financial performance of the campaigns, ensuring compliance to regulations, overseeing the development of all campaign collateral, and managing all agency relationships with respect to Marketing and Advertising.

Key Relationships

Number of Direct Reports:	<ul style="list-style-type: none"> One – Lottery Coordinator
Key Internal Relationships:	<ul style="list-style-type: none"> Lottery Coordinator, CTO, GM C&C
Key External Relationships:	<ul style="list-style-type: none"> Marketing Agency, Advertising Agency, Developers, Suppliers, Lawyers

Key Accountabilities	Key Tasks	Measures
Campaign Strategy	<ul style="list-style-type: none"> Support the GM C&C in the development of campaign strategy with respect to; Consumer Offering (the “P’s” of marketing) 	<ul style="list-style-type: none"> Campaign offerings are developed with demonstrable attributes

	<ul style="list-style-type: none"> • Churn Management • Financial risk assessment • Financial return assessment • Competitive strategy 	that address the key strategic aspects
Lottery Brand & Campaign Collateral Development	<ul style="list-style-type: none"> • Develop and execute a Lottery Brand Strategy • Develop a Lottery Logo that is contemporary and evolving within the overall Brand Strategy • Develop campaign specific marketing collateral for deployment within live campaigns • 	<ul style="list-style-type: none"> • Evident Brand Strategy • Appropriately developed and successful logo design • Appropriately developed and successful campaign collateral as agreed with GM Corporate and Commercial
Media Management	<ul style="list-style-type: none"> • Support the GM C&C with the strategic development of each campaign media plan • Oversee the deployment of campaign media plans and advise the GM C&C on any proposed amendments to the media plans • Manage the performance of the Agencies used to develop marketing assets • Manage the performance of the Agencies or media partners used to deploy the media plan • 	<ul style="list-style-type: none"> • Development of a comprehensive media plan for each campaign • Effective deployment of marketing assets with no breeches of advertising code • Historical discount rates are maintained through supplier negotiations and relationship management
Financial Management	<ul style="list-style-type: none"> • Oversee the financial performance of the Lottery Division • Manage the effective use of human capital within the Lottery Division • Lead and oversee the campaign prize procurement process, operating in line with the GM C&C approved financial budget and campaign strategy • Support the GM C&C with the property selection and development strategies to create assets for future campaigns 	<ul style="list-style-type: none"> • Lottery expenditure is contained to within campaign budget • Divisional expenditure is contained to within the Board approved budget • Campaign surplus targets are met • Lottery property inventory is maintained with sufficient lead time and to a suitable marketable standard to support a future pipeline of campaigns
Leadership	<ul style="list-style-type: none"> • Lead the Lottery Coordinator and the expanded Lottery Division team in their day to day performance both during and outside of campaigns in line with the approved campaign strategies and Brand strategies 	<ul style="list-style-type: none"> • The Division operates with zero human capital issues (zero claims of bullying, zero injury claims) • Campaigns are delivered on time, to a high standard, with suitably engaged and qualified support staff • The St John values are effectively modelled and demonstrated from within the Lottery Division

Position Description:

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Workplace Health & Safety	<ul style="list-style-type: none"> • Maintain current First Aid Certificate and Manual Handling Training • Proactively address safety and child protection matters • Ensure work station is kept safe and tidy • Undertake work station self-assessment on an annual basis • Ensure a safe and healthy work environment through compliance with WHS legislation and St John policies and procedures. Monitor and report on WHS arrangements in the learning environment • Follow safe and healthy work practices at all times, including reporting of hazards and incidents immediately, and referring WHS issues and requirements to manager • 	<ul style="list-style-type: none"> • Work station self-assessment completed annually • Maintain compliance by completing all required training • Take a proactive and preventative approach to maintaining a safe work environment
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Knowledge, Experience and Capabilities

- Experience in digital advertising strategy
- Experience in developing and executing complex marketing campaigns within highly competitive environments
- Experience in customer service supervision
- Experience managing, supervising and supporting staff
- Highly experienced in managing multiple tasks simultaneously
- Experience in the use of Microsoft office suite of packages
- Working knowledge of the Advertising code of conduct and an ability to apply that knowledge to developing and managing marketing campaigns
- Knowledge of modern management techniques
- Demonstrated understanding and ability to interpret policy, procedures and relevant legislation
- Exposure to, or an understanding of, the dynamics and drivers of charitable organisations

Personal Attributes

- Able to prioritise own work tasks appropriately
- Negotiates with managers, peers and direct reports in order to achieve goals
- Aware of own emotions and those of others, takes these into consideration when acting
- Self-motivated and diplomatic

Qualifications / Certifications

- Extensive experience in Business, and Marketing and/or Design
- Extensive experience in complex marketing campaign management
- Extensive experience in developing and executing commercial campaigns within a competitive environment
- (desirable) Masters level Degree (or equivalent) in Marketing
- (desirable) Qualifications or experience working within the health sector

Essential requirements

- Some out of hours and weekend work may be required
- Current South Australian Driver's License
- It is a requirement you undertake and hold a National Police Certificate which is acceptable to St John prior to commencing employment with St John. Failure to possess an acceptable National Police Certificate

could result in the termination of your employment. Continued employment is subject to the maintenance of a satisfactory NPC.

- All St John SA employees are required to undertake a WWCC. Employment will be predicated on the basis that such check provides no disclosable outcomes.
- Will be required to undertake Child Safe Environments training within the first 6 months of employment.

General Position Information

This is a permanent full-time position currently based in the State Office in Unley. Nominal working hours are Monday to Friday 8.30am to 5.00pm however the position requires some flexibility to meet organisational requirements or as negotiated with the General Manager – Corporate & Commercial.