

MARKETING COORDINATOR (LOTTERY)

Permanent full time



WHO WE ARE & WHAT WE DO:

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 SA engages some 1,000 volunteers supporting the community in the provision of First Aid services and community services. St John SA also employs approximately 100 paid staff, located across the state.

WHAT WILL YOU DO?

Are you a recent Marketing graduate or Marketing Coordinator looking for role development? This opportunity could be just what you are looking for! This diverse and varied role provides an opportunity for you to grow and develop your current skills and expertise, within the discipline of deploying large scale consumer campaigns within the exciting Lottery category

You will:

- Work closely with the Lottery Manager, you will be responsible for leading the successful day to day performance of large-scale Lottery campaigns.
- Be trained and take over Leadership and performance of an inhouse call centre team.
- Leading the team responsible for open inspections and activations.
- Coordinate the content strategy and implementation of ads and content for Social Media Channels and other direct Marketing
- Oversee the delivery of ticketing to consumers, and
- Manage the ongoing delivery of customer service to lottery clients.

WHAT WILL YOU BRING?

- A can-do attitude first and foremost
- Experience in coordinating the day to day activities surrounding large-scale consumer campaigns
- Willingness to experience managing, supervising and supporting functional teams
- Experience in leading exceptional customer service delivery
- Ability to problem-solve independently
- A thorough knowledge of current theory and best practice in media, public affairs and communication

WHAT NOW?

Excited about this role? Then we invite you to apply with your updated resume and cover letter. For further information please contact Mark Hodgson – Lottery Manager at mark.hodgson@stjohnsa.com.au or call 08 8306 6984.

St John SA values diversity in the workplace and is an equal opportunity employer. We are committed to best practice standards in protecting children and vulnerable people from any form of assault, negligence, injury or abuse.

St John Ambulance Australia SA Inc.

ST JOHN AMBULANCE AUSTRALIA SA INC
ABN 42 947 425 570

St John SA delivers nationally
recognised training in partnership with
RTO 88041 St John Ambulance Australia Ltd

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Job and Person Specification

Paid Staff



Position Title:	Lottery Coordinator
Department / Function:	Lottery
Reports to	Lottery Manager
Classification – Grade:	N/A (Non – EEA)

About St John Ambulance Australia - South Australia Inc

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Position Summary and Requirements

The Lottery Coordinator is responsible for overseeing 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 Coordinator will be a member of the Lottery Department, and assist with strategy and implementation of each lottery campaign

Key Relationships

Number of Direct Reports:	<ul style="list-style-type: none"> Up to ten during campaign periods
Key Internal Relationships:	<ul style="list-style-type: none"> Lottery Manager, CFO/COO, Marketing & ICT Departments
Key External Relationships:	<ul style="list-style-type: none"> Security, Print Agencies, Prize Suppliers, Prize distribution agencies

Key Accountabilities	Key Tasks	Measures
Lottery call centre, walk in & customer inquiries	<ul style="list-style-type: none"> Assist the Lottery Manager with the recruitment and Induction of Call centre operators and Open Inspection teams Coordinate Call Centre roster and staff training to meet Lottery demands Oversee and maintain 100% accuracy of information communicated to potential ticket purchasers 	<ul style="list-style-type: none"> All calls answered within time frames as determined and advised by the Lottery Manager 99% spelling accuracy on all tickets Printed tickets are posted each weekday

	<ul style="list-style-type: none"> Oversee and maintain 100% accuracy of customer information on ticket purchases Organise printing of tickets as required and posting of those printed tickets in expedited timeframe Reconciliation of various payment methods at state office Managing lottery email, and other non-ticket purchase inquiries Liaise with training call centre to manage call overflow during peak times 	<ul style="list-style-type: none"> Daily reconciliation Customer queries are responded to same day 100% data accuracy with regards to ticket database and ticket eligibility
Open Inspections	<ul style="list-style-type: none"> Ensure Open Inspections provide a safe environment for public visitations Coordinate roster and staff training to meet Lottery demand Open and close of each house & managing day to day requirements relating to opens Working with suppliers, security and other stakeholder to create a positive experience for customers Reconciliation of various payment methods at house opens 	<ul style="list-style-type: none"> House opens and closes occur on time and to the highest public safety standards as determined by law and St John SA Policy and Procedure Daily reconciliation Process, equipment and amenities are provided and maintained in accordance with relevant policy requirements. Property security is maintained at all times
Day to Day Operation, and supply of prizes	<ul style="list-style-type: none"> Be present at each draw Manage the day to day activities relating to the lottery Work with Lottery Manager to co-ordinate supply and acquittal of prizes Work with the ICT team to ensure 100% "up time" with respect to the Lottery website Work with the Web Developers in an expedient and accurate fashion to resolve any technical issues that may impact the operation of a Lottery Manage the Lottery Social Media Channels Produce Lottery content calendar with specific focus on eDMs to appropriate databases Copywriting as required daily – direct mail assets, Social and digital collateral, Above the line assets from Agencies Monitoring and updating website throughout and post campaign as required 	<ul style="list-style-type: none"> 100% attendance at draws Prizes are supplied within one month of the main draw Follow-up queries relating to prize delivery are responded to same day The Website is functioning 100% throughout the campaign period and with 100% accuracy
Lottery strategy	<ul style="list-style-type: none"> Participate in team meetings relating to existing and future lottery strategy Assist Lottery Manager with assigned tasks relating to all lottery strategies As a member of the Lottery Governance Committee, provide support and advice to the successful strategy development and execution of Lottery campaigns 	<ul style="list-style-type: none"> Attend team meetings as required Complete all tasks assigned Attend and actively participate in the governance committee weekly meetings
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 	<ul style="list-style-type: none"> Work station self-assessment completed annually

	<ul style="list-style-type: none"> • 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"> • 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 customer service supervision
- Experience in training coordination and management
- Experience managing, supervising and supporting staff
- Highly experienced in managing multiple tasks simultaneously
- Experience in the use of Microsoft office suite of packages
- Experience in rostering staff
- Experience in sales, cash handling and reconciliation
- 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 department and organisation goals
- Aware of own emotions and those of others, takes these into consideration when acting
- Self-motivated and diplomatic

Qualifications / Certifications

- (desirable) Bachelor Degree or equivalent in a Marketing or Business discipline or,
- Experience in a sales or relationship management role
- Acquire (if not already held) and maintain current First Aid certification
- (desirable) Experience in leading a call centre team

Essential requirements

- Current South Australian Driver's License
- Must be prepared to relocate within St John should the need arise
- It is a requirement you undertake and hold a National Police Certificate and a current Working With Children Check both of which are acceptable to St John, prior to the commencement of employment. Continued employment is subject to the maintenance of satisfactory checks.
- Will be required to undertake Child Safe Environments training within the first 6 months of employment.

General Position Information

Hours are Monday to Friday 8.30am to 5.00pm however the position requires some flexibility over and above those hours and days to meet organisational requirements (particularly during campaign periods) or as negotiated with the Lottery Manager.

Position Description:

Version Date: Feb 2021