Digital and Direct Sales Officer (Lottery)

Department: Sales

Reports to: Manager, Channel Development

Location: Alderley and/or Moorooka, Brisbane

**Position Purpose**

In consultation with the Manager, Channel Development, the Digital and Direct Sales Officer is responsible for the development, implementation and optimisation of multichannel digital campaigns with a focus on meeting and exceeding agreed acquisition and retention targets.

**Position – Key Result Areas**

The Digital and Direct Sales Officer works in consultation with the Manager, Channel Development in delivering against each of the areas of accountability outlined below.

The Digital and Direct Sales Officer is a member of the Sales team with shared responsibility for the effective operation of systems and processes that support the organisation’s programs and services, with a focus on quality and continuous improvement.

The Digital and Direct Sales Officer works collaboratively across teams coordinating the implementation of agreed digital and direct acquisition and retention strategies, to support the achievement of agreed business objectives and community outcomes.

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| **Accountability [1-4] Has direct responsibility over**  | **[1]**  | **Recommends, advises, interprets**  | **[2]**  |
| **Shares responsibility with others**  | **[3]**  | **Provides information**  | **[4]**  |

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| **Planning and Business Development**  |
| Contributes to planning and development of acquisition and retention campaigns across digital and direct channels as part of overall marketing and sales planning processes.  | [1]  |
| Works collaboratively within the Sales and Marketing teams, sharing ideas and contributing to strategic and operational discussions.  | [1]  |
| Maintains up-to-date knowledge of the latest digital trends and best practices with a view to continuously updating sales strategies to take advantage of innovation in technology, market trends and relevant tactical opportunities.  | [1]  |

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| **Campaign Implementation and Reporting**  |
| Define, deliver and optimise the lottery email marketing strategy with a focus on increasing sales and building loyalty among target audience segments Manage the implementation of multichannel digital and direct campaigns within budget and to schedule and with support from external media agencies where appropriate across the following channels;  | [1]  |
| - Email, SMS, social media, search, direct mail and affiliates |
| Compile key campaign reports using platform analytics and/or third party tools for all channels with support from the Channel Analyst.  | [1]  |
| Develops and implements initiatives to ensure the continued growth of a high performing database, including executing lead generation campaigns and identifying opportunities for audience refinement and segmentation. Management of the sales campaign pipeline including campaign setup, conversion tracking, creative testing, lead generation, remarketing and optimisation | [1]  |
| **General**  |
| Other duties as directed by the Manager, Channel Development | [1]  |
| Comply with Deaf Connect policies and procedures for workplace health and safety, ensuring that you do not place yourself or others at risk of injury.  | [1]  |
| Understand and work within the relevant parts of the Deaf Connect quality management system.  | [1] |
| **Decision Making Decisions**  | **Recommendations**  |
| Time management and work priorities. Digital and direct channel processes.  | Digital and direct channel strategy and initiatives including key stakeholder engagement and consideration of community impact and outcome.  |

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| **Primary Relationships** **Internally in Deaf Connect** | **Purpose / Relationship**  |
| Manager, Channel Development  | Line management and development, recommendation, reporting, advice and support  |
| Head of Sales  | Recommendation, reporting, advice and support  |
| Channel Development team  | Communication, information and teamwork  |
| Sales and Marketing teams  | Communication, information and teamwork  |
| **External to Deaf Connect** | **Purpose / Relationship**  |
| Customers and community  | Sales, engagement, service and support  |

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| **Persons/functions that report to this position** Nil | **Role / Relationship** N/A |
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| **[N]**  | **None**  | **[L]**  | **Little need**  | **[D]**  | **Desirable**  |
| **[M]**  | **Moderate**  | **[I]**  | **Important**  | **[C]**  | **Critical**  |

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| **Selection Criteria** **Essential** * Experience briefing external media agencies and managing performance against agreed targets
* Experience using email marketing platform Braze and Microsoft Power BI highly regarded
* Highly organised and capable of managing multiple campaigns at any one time, including planning, tracking and reporting on performance.
* Understanding of data, metrics and analysis with the ability to provide recommendations for improvement.
* Experience managing the CMS for a moderate/high traffic website
* Sound communication skills and an ability to collate and present information and recommendations.
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| **Desirable** * Qualifications in a related discipline and/or equivalent knowledge, skills and experience with an ongoing commitment to professional development.
* Strong commercial background with a focus on achieving sales or growth targets
* Auslan skills, or willingness to learn.
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