

## Lottery Growth and Engagement Assistant

Department: Growth and Engagement  
 Reports to: Manager, Growth and Engagement  
 Location: Brisbane

### Position Purpose

The Lottery Growth and Engagement Assistant provides campaign support for multichannel digital campaigns across the Deaf Lottery. The role reports to the Manager, Growth and Engagement – and works closely with the Growth and Engagement Officer (Lottery) and the internal core lottery group to ensure channel assets are prepared, dispatched and implemented appropriately, and support with the wider campaign admin of the team.

### Position – Key Result Areas

The Lottery Growth and Engagement Assistant role:

- Works in consultation with the Manager, Growth and Engagement, and the G&E Team in delivering against each of the areas of accountability outlined below.
- Is a member of the G&E team who provides support towards the effective operation of systems, channels and processes that support the Deaf Lottery, with a focus on quality and continuous improvement.
- Works collaboratively across various teams (Marketing, Sales, Operations, Call Centre) in coordinating the implementation of agreed digital and direct communication, acquisition and retention strategies, to support the achievement of agreed business objectives and community outcomes.

<b>Accountability [1-4] Has direct responsibility over</b>	<b>[1]</b>	<b>Recommends, advises, interprets</b>	<b>[2]</b>
<b>Shares responsibility with others</b>	<b>[3]</b>	<b>Provides information</b>	<b>[4]</b>

### Planning and Business Development

Contributes ideas and data-driven recommendations to the planning and development of each lottery across digital and direct channels. [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]

### Campaign Support and Reporting

Support in the development and scheduling of EDM and SMS campaigns which drive specified outcomes for the Deaf Lottery. [3]

Support the implementation of various owned channels within budget and to schedule across paid and organic channels as directed by the Growth and Engagement team. [3]

Provide data and insight to support the management of external / 3<sup>rd</sup> party agencies in their implementation of multi-channel digital performance and above the line media channels, keeping abreast of performance, pacing and delivery of the relevant paid channels [3]

Compile key campaign reports using platform analytics and/or third-party tools for all channels with support from the Growth and Engagement Team and the Sales & Data Analyst [3]

**Team Support**

Support with the briefing of pre-determined graphic elements to internal and external designers [3]

Assist in the management of Social media scheduling and moderation [3]

General proof reading and team administration support including new lottery rollover processes across a number of programs and channels, as per set processes. [3]

**General**

Other duties as directed by the Manager, Growth and Engagement [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 strategy and initiatives including key stakeholder engagement and consideration of community impact and outcome.

<b>Primary Relationships Internally in Deaf Connect</b>	<b>Purpose / Relationship</b>
Manager, Growth and Engagement	Line management and development, recommendation, reporting, advice and support
Head of Marketing and Sales	Recommendation, reporting, advice and support
Growth and Engagement Officer (Lottery), Senior Campaign Coordinator (Lottery)	Provides advice, collaborative work and shared goals.
Growth and Engagement and general Marsales teams	Communication, information and teamwork
<b>External to Deaf Connect</b>	<b>Purpose / Relationship</b>

Customers and community	Sales, engagement, service and support
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**Persons/functions that report to this position**

Nil

**Role / Relationship**

N/A

[N]	None	[L]	Little need	[D]	Desirable	
[M]	Moderate	[I]	Important	[C]	Critical	
	N	L	D	M	I	C
Leading				*		
Innovating				*		
Planning						*
Organising						*
Patience & Friendliness					*	
Customer/Client Orientation				*		
Financial Acumen					*	
Administration					*	
Auslan			*			
Professionalism					*	
Acceptance					*	
Problem Solving						*
Deciding				*		
Implementing						*
Communicating						*
Flexibility					*	
Consulting					*	
Participating					*	

**Selection Criteria**

**Essential**

- High attention to detail
- Experience with marketing EDM & SMS platforms.
- Experience in managing website content (CMS)
- Experience in using social media scheduling software for organic posts
- Highly organised and capable of managing multiple tasks / campaigns at any one time, including planning, tracking and reporting on their performance.
- Understanding of data, metrics and analysis with the ability to provide insights, learnings and recommendations for improvement.
- Sound communication skills and an ability to collate and present information and recommendations to the wider team.
- Intermediate Microsoft Office Suite – Excel usage

**Desirable**

- Familiar across Paid Media Channels – FB Business Manager, Google Ads (SEM, YouTube, GDN), Display, Native, Print, Above the Line (Outdoor, Radio, TV, Online Video)
- Google (GA4) Analytics experience (reporting and general admin)

- Experience in Conversion Tracking and Analytics – familiar with GTM, setting up and troubleshooting conversion paths & pixels.
- Experience across other social media paid business ad managers – LinkedIn, Twitter, TikTok, Snapchat, etc.
- Qualifications in a related discipline and/or equivalent knowledge
- Auslan skills, or willingness to learn.
- Experience using the email marketing platform Braze would be highly regarded

## ABOUT US

### About the Role

Deaf Connect has a new role within the Deaf Lottery Marketing & Sales team to support the growth of our digital sales channels.

The Lottery Growth and Engagement Assistant role would suit an up-and-coming digital marketer, with experience in email marketing and a desire to grow their skillset and develop in the industry. The role focuses on digital sales to owned audiences, conversion from single ticket sales to subscription, and reporting and data analysis.

The role has shared responsibility for the financial and operational success of the Deaf Lottery – which is the major fundraising arm of Deaf Connect, and an invaluable asset to support the ongoing growth of the services available to the Deaf Community.

The Lottery Growth and Engagement Assistant supports multiple roles within the team and provides a great opportunity to learn from senior marketers with an array of backgrounds and disciplines.

Some responsibilities of the role include:

- Coordinates the implementation of agreed Email and SMS marketing plans for the Deaf Lottery.
- Support in the growth and success of the Deaf Lottery's organic social media presence (Facebook and Instagram).
- Work within the team responsible for subscription program value, and supporter conversion and implement elements of that strategy.
- Provides support to the wider Lottery Marketing team.

### About You

In your application, let us know if you have these key skills and experience:

- Relevant experience and/or study of digital marketing.
- Experience with email marketing.
- Highly organised and capable of managing multiple tasks at any one time.
- Understanding of data, metrics and analysis with the ability to produce reports.
- Knowledge of a range of contemporary marketing systems and tools.
- Ability to work effectively as part of a multidisciplinary team.

- Strong communication skills.

Also let us know if you have these other valuable assets:

- A desire to learn and develop as a digital marketer.
- An understanding of the community or not for profit sector.
- Auslan skills, or a willingness to learn.

## About Us

Deaf Connect is the largest, whole-of-life service provider and social impact organisation for Deaf, deafblind and hard of hearing Australians. We stand with the Deaf community to build capacity and influence social change while paying respect to history, culture and language.

Our organisational values of **Heart, Courage, and Discovery** stand with the Deaf community to build capacity and influence social change while paying respect to history, culture, and language.

We offer an attractive benefits program including:

- Salary packaging (access up to \$15,900 per year!), enabling you to make huge savings on tax, maximising your take home pay.
- Flexibility regarding working arrangements.
- Discount membership to gyms and facilities throughout Australia.
- Free annual flu vaccinations.
- Free comprehensive online learning portal.
- Free financial wellness support through our default super fund.