

Position description



Title Trade Marketing Assistant	Reports to Head of Instant Category & Projects
Division Instant Category & Projects	Department Marketing
Location Auckland	Last updated March 2025

Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Role purpose

This exciting role will ensure that the Lotto NZ marketing plan is implemented in line with the agreed marketing and retail strategies. The role acts as a link between the marketing and retail team, and ensures agreed plans are coordinated, communicated, and delivered to our retail team, retailers and players in a way that supports the growth of our Lotto NZ brands.

The Trade Marketing Assistant reports to the Head of Instant Category & Projects and supports the Marketing team across Instant Kiwi, Lotto, Powerball, and our other Lotto NZ brands. The role also works collaboratively and proactively with the retail team to support the planning and implementation of trade marketing plans on time and with the right stakeholder involvement.

The role coordinates quarterly trade marketing calendars, develops and supplies all trade marketing tools, brand, product and promotional information, and supports the success of our marketing activity in retail.

The role also supports wider Marketing team activities, while delivering 100% of our profits back to NZ communities and thousands of good causes.

What you will focus on

Plan and implement Trade Marketing plans:

- Coordinate and deliver a quarterly trade marketing plan to support all Lotto NZ brands, in line with the retail, marketing and product strategies.
- Ensure key promotions, product launches and brand led initiatives are communicated and supported within our retail channel.
- Work closely with the Marketing and Retail teams to set up quarterly planning meetings to ensure alignment of the trade marketing plan.
- Manage the development and delivery of trade marketing packs and tools, trade presenters, info packs, Instant Kiwi product retail plans, and point of sale instruction sheets to set the marketing and retail teams up for success.
- Understand revenue and reporting, and use this knowledge to inform future plans.
- Undertake reviews on the planning process, trade marketing plan and initiatives to take learnings forward into future plans.
- Coordinate and share marketing content in relevant meetings.
- Champion harm minimisation principles in trade marketing, planning and implementation.
- Support retail test-and-learn projects or trials from a marketing perspective.
- Any other duties as required by the Head of Instant Category & Projects or other stakeholders in the business.

Support marketing planning and activities:

- Update and deliver various marketing information to a wide range of recipients (retailers, internal teams, and strategic partners) including managing the quarterly marketing calendar, weekly product and brand updates, and retailer communications.
- Support product functions, including the development of game support materials.
- Support updating Lotto NZ owned channels with product information for our brands when required.
- Develop and manage branded merchandise.
- Work collaboratively with internal stakeholders and wider marketing team to support other marketing initiatives as required.

Other

- Any other duties as reasonably required by the Head of Instant Category & Projects or other key stakeholders.
 - Ensure all company policies, procedures and guidelines are followed and adhered to.
 - Take an active role in promoting and ensuring a safe and healthy workplace at Lotto NZ for yourself and others.
 - Lotto NZ's purpose is to provide safe gaming that allows New Zealanders to play and win while contributing money back to New Zealand communities: Ensure that minimising the potential for harm from our games is a key consideration in all day-to-day activities and decision making, through adhering to all Lotto NZ responsible gaming processes and policies.
 - Ensure the Lotto NZ Health and Safety policy is adhered to (including procedures in the Health and Safety Manual) and hazards, incidents and near misses are reported in the Health and Safety system in a timely manner.
 - Comply with all Lotto NZ security policies and instructions, complete all required security awareness training and report any security incidents or concerns in a timely manner.
-

Your skills and experience

Technical skills	<ul style="list-style-type: none">• Planning skills, and the ability to bring multiple activities together into an overall plan.• Project management skills, and able to communicate and drive projects with multiple internal and external stakeholders.• Proven skills in excellent time and workload management.• Outstanding communication and relationship skills.• Creativity and an eye for detail.• The ability to interpret data and transform into meaningful actions.
Experience	<ul style="list-style-type: none">• Minimum 1 years' relevant experience, in a product or marketing role.• Proven ability to manage workflow of multiple initiatives.• Evidence of working successfully and collaboratively in cross-functional teams to achieve common goals.
Qualifications	<ul style="list-style-type: none">• Relevant Tertiary Qualification

Authorities

People responsibilities:	0 people
Signature authority of:	\$0
