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|  |  | Position description |

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| TitleJunior Digital Designer  | Reports to Motion Director |
| DivisionMarketing | Department Brand & Creative |
| LocationAuckland | Last updated June 2025 |

Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake 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

The purpose of this role is to enhance the in-house design capability of Lotto NZ, with a focus on our digital channels. This role is a junior level Digital Designer role that is expected to work with the Motion Director and Art Director to produce excellent creative and practical design solutions which adhere to our brand guidelines and corporate culture. This role will work across all of our touchpoints, sometimes in conjunction with other internal or external partners and with a primary focus on our online and digital outputs.

What you will focus on

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| Design and Production* Design and roll out static and animated assets for our owned digital channels – including MyLotto.co.nz, the MyLotto app and eDMs.
* Design and roll out static and animated assets for our paid digital channels – including display banners, social media, and digital OOH.
* Utilise our brand guidelines to design attractive digital assets that meet brand standards, deliver the targeted messages, and achieve strong customer engagement.
* Ensure all projects are taken from brief through to finished art and are delivered within agreed timeframes.
* Maintain attention to detail and accuracy consistently, and work collaboratively to ensure all cross-channel work is aligned.
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| Workflow * Adhere to workflow processes in place – ProWorkflow, time sheets, archiving, deadlines, time management, communication etc.
* Be adaptable to changes to workflow as requested by the Head of Creative Services.
* Ensure standard business disciplines are applied at all times, including design briefing, reviewing, presenting, final sign-off etc.
* Work collaboratively with and support the Motion Director, Art Director and other designers as required.
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| Self-Development * Seek professional growth by identifying areas of potential skill development.
* Engage in upskilling as required in order to maintain high standards.
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| General Design Management* Follow general Design and Marketing team processes.
* Participate (when required) in any Marketing planning forums or events.
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| Relationship Management* Develop excellent working relationships with the Design, Marketing, Digital and other internal teams as required.
* Take initiative as well as direction, and work collaboratively with other designers across various projects.
* Discuss and present creative ideas and solutions to internal stakeholders.
* Establish and maintain strong relationships with external partners and agencies.
* Ensure client requests are managed in a professional, creative, and timely manner.
* Build strong relationships to develop a deeper understanding of the business.
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| Other* Any other duties as reasonably required by your manager 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.
* Ensure the Lotto NZ Health and Safety policy is adhered to (including procedures in the Health and Safety Manual) and that hazards, incidents and near misses are reported in the Health and Safety system in a timely manner.
* Lotto NZ’s purpose is to provide safe games that allow 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.
* 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.
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Your skills and experience

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| Technical skills | * Attention to detail resulting in accurate, high-quality design work.
* An innovative and creative approach to coming up with design solutions, and a natural eye for what looks good.
* Excellent understanding of digital design principles and the design process.
* Thorough knowledge of the Adobe Creative Suite (After Effects Photoshop, Illustrator). An understanding of HTML5 would be beneficial in this role.
* Not essential, but some knowledge of Premiere Pro would be a bonus.
* Excellent oral and written communication skills.
* Comfortable in multi-tasking, and to manage multiple projects and deadlines at one time.
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| Experience | * A minimum of 1 year of previous work experience.
* At least 6 months experience in front end web design.
* Excellent foundation of digital design skills.
* Retail design experience preferred**.**
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| Qualifications | * Tertiary Qualification – either a diploma in Design and Digital Media or Bachelor’s degree in Design.
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Authorities

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