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|  |  | Position  description |

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| Title  Digital Analytics Lead Fixed Term Maternity Cover – 12 Months | Reports to  Head of Data & Analytics |
| Division  Innovation & Product | Department  Data & Analytics |
| Location  Auckland | Last updated  23/07/2025 |

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 primary focus of this role is to develop and implement a digital analytics strategy and roadmap that supports delivery of the wider digital strategy. The role will drive a customer-centric culture and enable data driven decisions which underpin Lotto New Zealand’s digital strategy. This will be achieved through proactive identification and management of analysis, optimisation, reporting & insights across all digital touchpoints in line with Lotto New Zealand’s objectives and wider business strategy.

Reporting to the Head of Data & Analytics and leading a team of digital analytics specialists, this role will pave the way forward for digital transformation of the business ensuring maximum value from all digital data assets are realised. As a thought leader and subject matter expert in all things digital analytics, you will own the roadmap of digital analytics, challenge the status quo and look for new and innovative ways to help the digital team build effective campaigns, customer segmentation, and provide insights in an optimal manner that can be used to improve online customer experiences and engagement ensuring we maximise returns to the community whilst minimising harm.

What you will focus on

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| Digital and data strategy delivery   * Develop and implement a strategy and roadmap for digital analytics that supports wider business, digital, and data and AI strategies. * Be a thought leader and subject matter expert in digital martech, constantly reviewing and enhancing the marketing technology stack to deliver on digital and data strategy. * Proactively deliver critical insights and provide reporting that support Lotto New Zealand’s digital strategy with a focus on campaign performance, digital experiences, and ROI for marketing activities. * Provide direction and insight into major trends and challenges in digital marketing analytics. * Accurate and timely reporting of holistic view of digital channels that support enhancements and strategic decisions. * Be curious and maximise your deep knowledge of digital data by delivering ad-hoc insights and analytics that supports strategic initiatives. |
| Analytics & insights   * Provide expert advice to digital marketers with campaign design and audience targeting to ensure campaigns are set up optimally and measured. * Advise and support design of campaign tracking in conjunction with the digital team and external partners such our media agency ensuring all required data is captured accurately and efficiently for analysis and reporting. * Demonstrate and communicate an intimate understanding of Lotto NZ customers and digital channels. * Have a thorough understanding of our players and their interactions across all digital channels and provide relevant and actionable information back to the business. * Design and develop automated reporting where possible, to increase efficiency and to help the Digital team self-serve for relevant data and insights. * Execute fit for purpose advanced analytics methodologies as required to support wider digital and business strategies – e.g., Customer segmentation, Churn modelling. |
| Digital optimisation & online customer journey   * Develop test and learn methodologies to provide insights that support enhancements to web or mobile channels and optimise campaign performance, enabling the digital team to focus on impactful features and touch points. * Work alongside data scientists and data engineers to develop audience segmentation and data models to help with better marketing targeting and optimise ROI. * Provide proactive deep-dive analysis as required to make recommendations on optimising digital marketing campaigns. * Co-design the online customer journey and automation of digital campaigns. * Support integration of different data sources (web and app analytics, Azure, SFMC, etc.) to get a unified view of customer journey. * Provide a single view of the player by understanding attribution model and incorporating player data from multiple digital data and marketing sources. * Work with brand/ marketing team and media agency to understand all media performance across various channels to make better recommendations on optimizing online customer journey. |
| Stakeholder engagement   * Provide proactive insights and recommendations to Exec and SLT stakeholders, leading discussions that challenge the status quo where necessary. * Develop and maintain close working partnerships with key stakeholders across business and our external agency partners. |
| Be a Lotto NZ information expert   * Disseminate accurate, current, and relevant information throughout the organisation where and when required. * Proactively come up with ways of sharing key customer information across the business at all levels. * Demonstrate and communicate an intimate understanding of Lotto NZ customers and market. * Establish and maintain relationships with key agency partners to better share customer and sales data and insights. * Encourage a culture of curiosity & knowledge-based decision making. |
| Leadership & people management   * Provide leadership around digital analytics, being the subject matter expert for all things digital analytics. * Develop individuals, set SMART goals, and manage performance against key objectives. * Through proactive leadership, lead an engaged and high performing team including ensuring they have the understanding, skill, capability, and commitment necessary to achieve excellence. * Develop and implement practices to increase team morale and encourage staff to stretch themselves. * Be an effective leader and coach. * Manage performance and behaviours consistent with the company culture. * Celebrate successes, manage shortfalls and failures. |
| 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. * 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

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| Technical skills | * Expert level knowledge of digital analytics. * Expert level at querying and analysing data using SQL and Python. * Knowledge of Datawarehouses such as BigQuery or Databricks. * Expert knowledge of Google suite of web analytics tools – Google Analytics 4. * Expert knowledge of data visualization tools – PowerBI, Data Studio. * Experience with test and learn, and optimisation framework. * Effective presentation skills. |
| Experience | * Minimum 5 years’ experience in a similar role. * Experience leading and mentoring others to create a world class team. * Comfortable dealing with senior managers and sharing ideas at this level. * Proven track record of developing and applying complex modelling and analytics to support digital marketing. * Presents findings / recommendations and leads discussions with managers. |
| Qualifications | * Must be tertiary qualified in a numeric or IT discipline. |

Authorities

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| People responsibilities: | * 1-3 direct reports |
| Signature authority of: | * $0 |