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|  |  | Position description |

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| TitleSenior Marketing Automation Manager  | Reports to Head of Digital Marketing  |
| DivisionMarketing   | Department Digital  |
| LocationAuckland | Last updated September 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 Marketing Automation Manager is responsible for leading the implementation of Lotto NZ’s ambitious marketing automation strategy. Working closely with the Head of Digital Marketing, Digital Experience team, and agency partners, you will play a critical role in executing a roadmap of initiatives to enhance customer experience and drive business growth across MyLotto and digital channels.

You will be the business lead and product owner for our Marketing Automation platform and Customer Data Platform (Salesforce Marketing Cloud and Salesforce Data Cloud), ensuring Lotto NZ maximises business value from these technologies. This includes identifying, prioritising, and delivering customer journeys and data-driven use cases that enhance personalisation, improve customer engagement, and drive commercial outcomes.

Technically savvy and data-driven, you will oversee the test-and-learn strategy across these platforms, regularly reporting back to key stakeholders on performance and growth outcomes. You will also manage the day-to-day relationship with Salesforce support partners, ensuring platform enhancements align with strategic goals.

What you will focus on

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| 1:1 Marketing Strategy* In collaboration with our Salesforce support agency, drive outcomes for the 1:1 Direct Marketing programme.
* Lead a small team consisting of a Marketing Automation Specialist and a Salesforce Marketing Cloud Administrator to implement the programme and support key projects, including the rollout of new Salesforce technologies.
* Own the test, learn, and optimise strategy for direct communications and CX experiences on MyLotto, working closely with the Analytics team.
* Manage the agency relationship, ensuring work is briefed accurately and delivered on time and to a high standard.
* Collaborate across the organisation to ensure alignment and transparency, providing regular summaries of activity results to the Head of Digital Marketing and senior management.
* Oversee planning of direct communications with key stakeholders, ensuring best practice in design, audience targeting, and journey setup.
* Lead integration and outputs for the harm minimisation programme using the Behavioural Analytics Tool across MyLotto, direct marketing, and paid media.
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| Customer Data Platform Strategy* Lead the strategic delivery of use cases for Salesforce Data Cloud, ensuring alignment with Lotto NZ’s marketing, CX, and harm minimisation objectives.
* Collaborate with Analytics, IT, and Marketing teams to translate business needs into actionable CDP use cases and integrate them into campaign planning and execution.
* Drive innovation by identifying new opportunities to leverage CDP capabilities for customer journeys, cross-channel targeting, and lifecycle marketing.
* Support the development of data models and audience frameworks that enable scalable, automated, and effective marketing activation.
* Establish clear KPIs for CDP initiatives and provide regular reporting on performance, insights, and commercial impact.
* Stay informed on CDP trends and best practices, sharing relevant insights with the wider business.
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| Platform Ownership and Delivery* Act as the business lead and product owner for Salesforce Marketing Cloud and Data Cloud, responsible for platform configuration, optimisation, and roadmap development.
* Serve as the Marketing Automation lead for all relevant projects, ensuring implementation, change requirements, and enhancements are planned and executed effectively.
* Collaborate with Digital Experience & Delivery teams to introduce new features and tools that improve customer acquisition and retention.
* Monitor trends in technology and marketing automation best practices and share insights with the wider team.
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| **Data Strategy and Optimisation*** Champion a data-driven approach to marketing and CX, ensuring data is used effectively to achieve commercial objectives.
* Partner with Analytics and Insights teams to validate CDP use cases, measure impact, and refine segmentation strategies.
* Track and report on direct marketing campaign performance, providing insights to the Head of Digital Marketing and wider team.
* Run a comprehensive test-and-learn programme across audiences and channels to drive continuous improvement.
* Contribute to holistic analysis of customer interactions across digital channels to inform future strategy.
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| Stakeholder Management and External Partnerships* Work closely with Product, Brand, and Digital Experience teams to execute CX strategy across campaigns and digital projects.
* Provide leadership on personalisation and audience segmentation strategy to ensure consistency across digital touchpoints.
* Share updates on marketing automation and personalisation trends with key teams, ensuring Lotto NZ remains at the forefront of innovation.
* Manage day-to-day relationships with Salesforce support partners, proactively maximising value from these partnerships.
* Foster strong working relationships with external partners to support delivery and strategic alignment.
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| People management* 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.
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| Other * Option to be part of the Digital On-Call roster to provide out-of- hours support for digital content related issues. Provides adequate SFMC training to the wider digital marketing and operation teams to ensure support levels are maintained.
* Any other duties as reasonably required by the Head of Digital Marketing 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.
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Your skills and experience

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| Technical skills | * Expertise using an enterprise level Marketing Automation and Personalisation platform
* Strong analytical skills and ability to interpret data
* A holistic understanding of the digital environment and the role of 1:1 communication.
* Experience with Salesforce Marketing Cloud, Marketo, Adobe Marketing Cloud or similar
* Experience with Salesforce Data Cloud or another CDP would be beneficial.
* Direct Report Management experience would be preferred.
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| Experience | * Previous experience in a Direct Marketing and Personalisation role.
* Experience managing third party agencies
* Experience in customer databases, segmentation and targeted communication
* Previous E-commerce experience would be beneficial
* Proven track record of preparing effective online communication materials
* Proven ability to manage multiple projects and work assignments with minimal supervision
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| Qualifications | * A relevant tertiary qualification in Marketing or Communications or equivalent experience
* Digital Marketing qualifications would be beneficial
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Authorities

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| People responsibilities: | * 2 people
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| Signature authority of: | * $0
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