Position description

Title	Reports to
Digital Delivery Lead	Head of Omnichannel

Division	Department
Product and Innovation	Omnichannel

Location	Last updated
Newmarket, Auckland	1 October 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 **Digital Delivery Lead** is responsible for defining, refining and prioritising the backlog of activities to ensure our squads deliver the right customer and business value, through the MyLotto platforms.

MyLotto platforms, encompass the responsive website (MyLotto.co.nz) and mobile app (iOS and Android) channels for our players, plus some of the enabling technology.

The Digital Delivery Lead will work with a number of business stakeholders and often act as a conduit between different business units to enure the final backlog is able to be delivered in the agreed sequence.

The **Digital Delivery Lead** will play a pivotal and central role in:

- ensuring that a leading customer and user experience is forefront of our work.
- prioritising the roadmap (within an agreed feature set) to achieve customer and business outcomes.
- planning the work, as part of a cross-functional squad.
- ensuring we successfully deliver on our business and regulatory /compliance requirements.
- adherence of our harm minimisation standards.
- shaping and delivery of our approved innovation initiatives.
- managing stakeholder relationships and expectations.
- communicating team progress, but also learnings or blockers that they need leadership support to solve.
- ensuring that the MyLotto backlog is visible, transparent,clear to all and always up to date.

What you will focus on

Enabling key digital initiatives

- Work with both business stakeholders and internal delivery teams (squads) to plan and enable delivery of ongoing enhancements of the MyLotto digital channels / platform.
- Ensure that the wider customer experience context and a leading user experience (UX) are embedded into delivery.
    - Build up a detailed knowledge of functionality and experiences that exist on the MyLotto platforms (Web and Apps). Note: While deep technical or UX expertise isn't required, a working understanding of both is essential to effectively collaborate across disciplines.
- Manage (including prioritise) the backlog focused on achieving as much customer and business value out of each release, as possible.
- Work closely with relevant Product Owners to ensure visibility and planning of the pipeline of delivery is optimised.
- Understand the size and impact of initiatives, to inform prioritisation.
- As a key point of contact, respond quickly to questions from delivery teams and stakeholders.
- Co-ordinate third parties and internal stakeholders to execute the ongoing support activities.
- Identification, planning and delivery of future features, fixes and enhancements. Looking ahead and planning appropriately is crucial to success in this role.
- Ensure that security requirements and adherence to compliance are considered with all work to be done.

Digital Innovation (Discovery through to Delivery)

- Support key stakeholders with approved innovation initiatives, for example; Open Banking payments, customer identity (including digital identity) through to future self-service opportunities.

Utilising Insights and Providing Reporting

- Utilise data and analytics to understand needs and behaviours of our customers, as well as business objectives, and transform that knowledge into shaping and prioritising the backlog of digital enhancements and new features.
- Work with the Data and Analytics team to provide appropriate reporting to stakeholders, pre and post releases.
- Support the Digital aspect of the Voice of the Customer (VOC) programme, to ensure all senior stakeholders have transparency over customer sentiment and how the MyLotto roadmap is solving customer pain points and frustrations.
  - o This also ensures we are developing a customer-centric culture that listens to, and acts on, the feedback from our players.

Stakeholder Engagement and Communication

- Exceptional stakeholder and communication skills are required to inform and involve the right people at the right time across the product delivery lifecycle. This includes having the foresight to look ahead and manage communications appropriately.
- Get stakeholder buy-in for the product definition and delivery approach, ensuring all internal and external stakeholders have been communicated to.
- Collaborate with a wide range of contributors to promote cross-functional collaboration and collective problem solving.
- Clearly articulate and rationalise backlog prioritisation decisions when required.
- Experience presenting to senior stakeholders, including members of an Executive Leadership Team (ELT).
- Ensure stakeholders receive quality briefs and communications at the right cadence across the delivery timeline.
- Pre and post launch communications are targeted to inform the right stakeholders of the right information.

Other Support, including Operational Support

- Where required, develop a level of understanding across our digital platforms, and support the business where required on BAU and other Project activities.
- Foster a deep understanding of what our digital platform does; What works and what doesn't, enabling you to make priority decisions.

- Ensure the rules and regulations under the Digital Identity Services Trust Framework are embedded in backlog prioritisation, including other relevant privacy, security requirements, and responsible use of customer data (e.g., biometric or identity data).
- Any other activities as deemed necessary by:
  - Chief Product and Innovation Officer
  - Head of Omnichannel
  - Customer and Digital Experience Manager.
- Other key relationships will include:
  - Delivery Squad Leads
  - UX and UI Designers
  - Data & Analytics Team
  - External vendors and platform partners
  - (Gaming) Product Team

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

Technical skills	- Experience using project and issue tracking software i.e. Jira and Confluence
	- Ability to access and understand experience design flows in Figma (but not be an Experience Designer)
	- Ability to understand how all roles within the digital product lifecycle work together to create the end outcome.
	- Outstanding communication, organisation, time management, and interpersonal skills

	• Digital Analytics understanding (ability to use Analytics for insight)
Experience	• Experience delivering successful digital projects in an agile capacity on time and on budget. • Knowledge of front-end functionality and user experience design best practices (UX). • Thorough knowledge of the software development lifecycle. • Proven ability to collaborate with and manage external suppliers (such as third-party agencies). • E-commerce and/or Mobile App product owner experience
Qualifications	• Bachelor's degree in either business technology or a business discipline • Minimum of 5 years relevant experience in a comparable role. • A qualification in Agile Delivery would be beneficial, but not mandatory.

Authorities

People responsibilities:	• [0 people]
Signature authority of:	• [$0]