

# Position description



<b>Title</b> Copywriter	<b>Reports to</b> Head of Creative Services
<b>Division</b> Marketing	<b>Department</b> Creative
<b>Location</b> Auckland	<b>Last updated</b> May 2026

## 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

The primary responsibility of this role is to support the Lotto NZ marketing team in producing engaging copy that aligns to the Lotto NZ tone of voice and can be adapted to different communication channels. All communications need to be delivered on-brand, on-time and with the application of technical expertise regarding digital formats. This role requires close collaboration with multiple internal and external stakeholders and may also encompass proof reading as required to ensure consistency across all consumer touchpoints.

## What you will focus on

---

### Marketing

- Ensure communications are delivered on time, on budget, on brand and to a high standard.
- Writing presenter scripts for the live Lotto draw twice weekly with support from the Lotto NZ Brand Manager. These will include relevant Lotto NZ content (e.g winner's stories, community stories and promotions).
- Assist the Brand, Digital and Instant Kiwi teams with copy suggestions. Examples include Instant Kiwi ticket names, campaign straplines, TVC and radio scripts, how-to-play games instructions and draw scripts.
- Support social media team with post copy and taglines.
- Proofing community stories and responsible gaming messages.

---

### Digital

With a strong customer focus and understanding of how our brands and digital experience comes to life this role will be writing and editing a range of customer focused content. This includes but is not limited to:

- Lifecycle, promotional and transactional emails.
- Social content such as video scripts and posts.
- Copy for display banners or native ads.
- Landing page copy on a project-by-project basis across the web and app.
- New app updates and app store content.
- Review and update copy across the responsive web and app, as and when required.
- Create and update digital copywriting guidelines that align with our pattern library.

---

### Relationship Management

- Develop strong day-to-day partnerships with internal teams.
- The ability to listen, collaborate and manage multiple stakeholders on any project.
- Close collaboration with the Digital Marketing team to ensure MyLotto optimisation.

---

### Other

- Any other duties as reasonably required by the Head of Creative Services or other key stakeholders.
  - Participation (when required) across any Marketing team forums.
  - 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

---

**Experience**

- A portfolio that demonstrates a wide range of copywriting craft from traditional to digital that also showcases a strong eye for detail.
- 5-10 years of experience in a commercial, media, editorial, or agency environment.
- Growth mindset, open to receiving and iterating copy based on feedback.
- Understanding of email and customer best practice and web accessibility best practice.
- Ideas driven with the ability to write original, creative copy, including strong CTA-driven copy.
- Proven experience collaborating with creatives and professionals to deliver compelling content.
- Comfortable with fast turn-around, small word count copy.
- Confidence in managing your work pipeline to deliver different projects simultaneously and at pace.
- An understanding of UX and UI design practices.
- Curious and passionate.
- A focused multi-tasker.
- A punctuation and grammar stickler.
- An enthusiastic, collaborative, problem-solving attitude.
- Great listening skills for accuracy and quality.
- Clear concise communicator.
- Has created, evolved and maintained tone of voice brand guidelines.

---

**Qualifications**

- Tertiary Qualification in Communications or a related qualification
- 

## Authorities

---

**People responsibilities:**

- 0 people

---

**Signature authority of:**

- \$0
-