

Position description



Title Senior Graphic Designer	Reports to Art Director
Division Marketing	Department Brand & Creative
Location Auckland	Last updated 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 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 at Lotto NZ, across our brand marketing, corporate communications, campaigns, point of sale and more.

This role is a Senior Graphic Designer role that is expected to drive and take the lead on print and digital projects. It is also a support role working closely with the Art Director and the Motion Director to produce excellent creative and practical solutions which adhere to our brand guidelines and corporate culture.

This role is will work across all of our touch points, but will have a primary focus on our print and static digital executions, sometimes in conjunction with other internal and external partners.

What you will focus on

Design and production

- Develop and create designs for external promotional campaigns, advertising and point of sale material which convey Lotto NZ messaging successfully, with high visual impact for both print and digital channels.
 - Create content for our owned media digital channels (including MyLotto.co.nz, the LottoNZ app, and eDMs), and paid media digital channels.
 - Produce corporate support material, including corporate reports, presentations, and other key internal documents when required.
 - Take the lead on allocated projects, managing work from brief through to finished art.
 - Ensure all final artwork is accurate, high-quality, fit for purpose, and delivered within agreed timeframes.
 - Undertake projects collaboratively to ensure cross-channel work is aligned.
 - Support and mentor more junior designers in the team as required.
 - Maintain and apply our brand standards and guidelines.
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Workflow

- Adhere to Creative Team workflow processes - ProWorkflow time sheets, archiving, deadlines, time management, communication etc.
 - Be adaptable to workflow changes as requested by the Head of Creative Services.
 - Adhere to Marketing processes - design briefing, reviewing, presenting, final signoffs etc.
 - Review static design work for the team, in the absence of the Art Director.
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Relationship management

- Excellent working relationships with all internal teams across the business, in particular Marketing, Corporate Communications, People and Culture, and Retail teams.
 - Develop close working relationships with key external suppliers and agencies.
 - Discuss and present creative ideas and solutions to internal and external stakeholders.
 - Ensure stakeholder requests are managed in a professional, creative, and timely manner.
 - Strong relationships are built to develop a deep understanding of the business.
 - Participation as required, in any Marketing or wider business strategic or planning forums.
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Self-development

- Seek professional development by identifying areas of skill development.
 - Actively seek knowledge on any upcoming internal business projects to assess how their role might support delivery.
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Other

- Any other duties as reasonably required by manager or other key stakeholders.
 - Ensure all company policies, procedures and guidelines are followed and adhered to.
 - 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, by adhering to all Lotto NZ responsible gaming processes and policies.
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- 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 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

Technical skills:

- Thorough knowledge of the Adobe Creative Cloud Suite (InDesign, Illustrator and Photoshop) and Figma.
 - Attention to detail resulting in accurate, high-quality design.
 - Innovative and creative approach to design work, with proven strengths in the areas of concepting, typography and layout.
 - Ability to refine and evolve design work in response to stakeholder feedback while maintaining a positive, solutions-focused mindset.
 - Excellent understanding of design principles and process.
 - Excellent oral and written communication skills.
 - Willingness to take initiative and direction, and to collaborate with other designers of all levels and specialties.
 - Comfortable in multi-tasking, and to manage multiple projects and deadlines at one time.
 - Skilled in interpreting numerical and technical information, and solving problems using systematic methods.
 - Deep understanding of offset and digital print process.
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Experience:

- A minimum of 8 years previous working experience.
 - Proven experience across print design, with knowledge print production, and pre-press/production processes.
 - Retail design experience preferred.
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Qualifications:

- Tertiary Qualification - either a diploma in Design and Digital Media or Bachelor's degree in Graphic Design.
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Authorities

People responsibilities:

0 people

Signature authority of:

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