

Position description



Title Audience Lifecycle and Personalisation Manager	Reports to Senior Lifecycle and Growth Manager
Division Marketing	Department Digital Marketing
Location Auckland	Last updated June 2026

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 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 purpose of this role is to support the delivery and optimisation of Lotto NZ's customer lifecycle marketing programme, helping strengthen the direct relationship we have with our customers through relevant and effective communications across the customer journey.
- Working closely with the Senior Lifecycle and Growth Manager, you'll contribute to lifecycle planning and help bring activity to life through audience segmentation, journey delivery, testing and optimisation across email, push notifications and other direct channels.
- You'll bring strong marketing automation and delivery capability, using Salesforce Marketing Cloud and other audience and data tools to build audiences, set up journeys and automations, monitor performance, and improve lifecycle activity based on results and learnings.
- Drawing on your channel knowledge, you'll know what good looks like across email and push communications, with the ability to write clear briefs, refine copy and help ensure communications are fit for channel and customer-focused.

What you will focus on

Data Driven & Direct Marketing

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- Work with the Head of Digital Marketing, Senior Lifecycle and Growth Manager and key stakeholders to support lifecycle activity that meets customer needs and business goals across the customer journey.
 - Support the lifecycle roadmap by helping plan, prioritise and deliver initiatives across email, push notifications and other direct channels, ensuring activity is practical, well-sequenced and delivered to a high standard.
 - Use Salesforce Marketing Cloud and customer data platforms to build and optimise audiences, segments, automations and journeys, and support more relevant and connected customer communications.
 - Support the development of lifecycle use cases and work across teams to help turn these into executable programmes and campaigns.
 - Run structured test-and-learn activity across lifecycle journeys, including documenting hypotheses, test plans, success measures and recommendations to improve customer experience and performance.
 - Keep up to date with platform capabilities and channel best practice, and contribute ideas for continuous improvement over time.
 - Maintain a clear programme of test-and-learn activity, documenting results, sharing learnings with stakeholders, and applying successful learnings to future lifecycle activity.
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Analysis and Reporting

- Partner with the Data and Analytics team to ensure lifecycle activity is informed by customer behaviour, data insights and performance trends.
 - Support the definition of success measures for lifecycle journeys and use reporting to monitor performance, identify optimisation opportunities and improve audience strategy, messaging, timing and journey design.
 - Report back on journey performance, test outcomes and key learnings, translating insights into clear recommendations and next steps for stakeholders.
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Content Briefing and Creation

- Write clear briefs and support the development of content for direct channels, ensuring email and push communications are customer-focused, fit for channel and aligned to lifecycle objectives.
 - Partner with content, design and delivery teams to support modular content approaches that improve consistency and reuse across journeys and channels.
 - Apply sound marketing judgement to lifecycle messaging, with the ability to refine copy and help guide what good creative looks like for email, push and other direct communications.
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Other

- Will be part of the Digital On-Call roster to provide out-of-hours support for digital content related issues.
 - Any other duties as reasonably required by the Senior Lifecycle and Growth Manager, 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

Technical skills

- Good understanding of customer lifecycle marketing, including journey design, audience segmentation and targeted communications.
- Hands-on experience with enterprise marketing automation platforms such as Salesforce Marketing Cloud, with the ability to build and optimise audiences, segments, automations and customer journeys.
- Experience working with audience and customer data tools such as Salesforce Data Cloud to support segmentation, targeting and more connected customer communications.
- Sound analytical capability, with the ability to interpret performance data, monitor journey results and identify practical optimisation opportunities.
- Ability to support test-and-learn activity, including documenting hypotheses, defining success measures and capturing results and learnings in a structured way.
- Good stakeholder management and communication skills, with the ability to work collaboratively across teams and manage activity through to delivery.
- High attention to detail and commitment to quality.

Experience

- Several years' experience in lifecycle marketing, marketing automation or a similar customer communications role.
- Experience supporting and optimising customer journey programmes and targeted communication activity aligned to customer and business needs.
- Experience setting up and managing audience segments, automations and lifecycle journeys within marketing automation platforms.
- Experience running or supporting experimentation or test-and-learn activity, including measuring outcomes, recording results and applying learnings to improve future performance.
- Experience using data, insights and performance reporting to review journey effectiveness, optimise activity and communicate results to stakeholders.
- Experience working cross-functionally to deliver programmes and contribute to customer and business outcomes.
- Good understanding of the digital ecosystem and the role of direct communication within the wider customer experience.

Qualifications

- A relevant tertiary qualification or equivalent experience.
 - Digital Marketing qualifications would be beneficial.
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Authorities

People responsibilities:

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Signature authority of:

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