



# Position description

<b>Title</b> Senior Lifecycle and Growth Marketing Manager	<b>Reports to</b> Head of Digital Marketing
<b>Division</b> Marketing	<b>Department</b> Digital
<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 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 Senior Lifecycle and Growth Manager leads audience lifecycle and growth across direct channels and MyLotto web and app experiences for one of New Zealand's most iconic and trusted brands. Working with the Head of Digital Marketing and cross-functional teams, this role creates connected customer journeys that improve acquisition, retention, and long-term player value across online and omnichannel audiences.

Operating in one of New Zealand's most dynamic digital marketing and lifecycle environments, this role improves the effectiveness of lifecycle programmes, ecommerce journeys, and personalisation across MyLotto. It works with world-leading digital marketing toolsets, including Salesforce and Contentful, to make customer experiences more relevant, measurable, and commercially effective with a customer-first approach.

As part of a major digital transformation programme, this role helps shape how lifecycle, content, personalisation, and customer data capabilities are prioritised and delivered. With a strong experimentation mindset, you will work closely with Data and Analytics to turn

customer insight, web and app measurement, and test-and-learn activity into practical action.

## What you will focus on

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### Multi-channel Lifecycle Growth

- Be accountable for lifecycle growth performance across paid, direct, and MyLotto web and app channels, improving acquisition, retention, and player revenue through connected customer journeys.
- Improve conversion, engagement, and long-term player value by shaping lifecycle approaches that connect online and retail experiences through customer data and audience insight.
- Ensure lifecycle initiatives are prioritised and delivered against agreed business and customer outcomes.
- Drive joined-up, timely, and relevant customer journeys by aligning activity across Product, Digital Experience, Brand, and channel teams.
- Use performance insights to identify growth and retention opportunities, inform optimisation decisions, and provide clear direction to stakeholders.
- Build team capability and performance in segmentation, audience strategy, journey orchestration, and channel execution to deliver stronger lifecycle outcomes.
- Ensure lifecycle activity balances commercial growth with responsible play and harm minimisation requirements across all customer communications and experiences.

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### Experimentation and Optimisation

- Establish and embed a test-and-learn approach across lifecycle and ecommerce activity that improves decision making, prioritisation, and performance.
- Ensure experimentation is supported by clear hypotheses, success measures, and reporting that translate results into action and roadmap decisions.
- Use web and app measurement, including tools such as GA4, as a core input into optimisation decisions and performance improvement.
- Drive ongoing optimisation across audiences, creative, content, targeting, and journey logic to improve customer experience and commercial outcomes.
- Ensure learnings are documented, shared, and scaled so successful initiatives can be applied more broadly across channels and teams.
- Use performance dashboards to maintain visibility of results, support accountability, and keep lifecycle and experimentation activity focused on agreed goals.
- Bring contemporary experimentation and growth practices into the team to strengthen capability and lift performance over time.

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### Ecommerce and Platform Ownership

- Lead optimisation of the MyLotto ecommerce experience, identifying opportunities to improve customer journeys, game promotions, and conversion across web and app experiences.
  - Act as product owner for Contentful, setting priorities, managing backlogs, and partnering with internal teams and vendors to deliver enhancements and business value.
  - Work with Digital Experience, Product, and Technology teams to shape and deliver platform capabilities that support agreed acquisition, retention, and personalisation priorities.
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- Monitor platform performance, customer behaviour, and emerging digital trends to identify and prioritise improvements that maximise value from MyLotto and supporting martech platforms.

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### **Customer Data, Insights and Performance**

- Work closely with Data and Analytics teams to develop and apply models, insights, and audience strategies that maximise the use of customer data across platforms and channels.
- Translate analytics outputs into practical lifecycle, personalisation, and ecommerce initiatives that improve customer relevance and commercial results.
- Own performance measurement for lifecycle marketing and MyLotto ecommerce activity, including web and app behavioural measurement, reporting on results, insights, and recommendations for future optimisation.
- Ensure data, platforms, and measurement frameworks are connected so the team can move quickly from insight to execution and from test to scale, working with Data and Analytics to continually improve what is needed across web and app measurement.
- Champion a culture of evidence-based decision making, using customer behaviour and performance data to inform optimisation, prioritisation, and investment recommendations.

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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 operational leadership on personalisation and audience segmentation, ensuring agreed approaches are delivered consistently 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, optimisation, and alignment to agreed digital priorities.

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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**

- Build and maintain sufficient SFMC capability across wider digital marketing and operations teams to support effective execution and continuity.

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- 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

- Strong expertise in enterprise lifecycle marketing, marketing automation, and personalisation platforms, with the ability to design and optimise multi-channel customer journeys.
- Experience working with CMS platforms such as Contentful, including managing backlogs, prioritising enhancements, and improving digital content experiences.
- Strong analytical capability, with confidence interpreting customer, campaign, and digital behavioural data to drive decisions and optimisation.
- A strong understanding of the digital ecosystem, including paid, direct, web, and app channels, and how they work together to support acquisition, retention, and ecommerce performance.
- Hands-on experience with Salesforce Marketing Cloud, Marketo, Adobe Marketing Cloud, Braze, or similar platforms.
- Understanding of customer data platforms, audience models, and data-enabled targeting approaches; experience with Salesforce Data Cloud or another CDP would be beneficial.
- Strong understanding of web and app measurement, including GA4 or similar analytics tools, and the ability to use this as an input into experimentation and optimisation.
- Experience building or applying experimentation frameworks, including test design, performance measurement, and scaling successful initiatives.
- Experience leading and developing direct reports, with the ability to build capability and maintain a high-performing team.
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### Experience

- Significant experience in lifecycle marketing, CRM, direct marketing, or digital growth roles, with responsibility for customer journeys, segmentation, and personalisation.
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- Experience managing agency and vendor relationships to support campaign execution, platform delivery, optimisation, and reporting.
  - Experience using customer data, audience segmentation, and targeted communications to improve acquisition, retention, and customer value.
  - Experience working closely with Data and Analytics teams to define measurement requirements, interpret insights, and improve test-and-learn approaches.
  - Experience leading or embedding experimentation programmes that improve performance through structured testing, learning, and optimisation.
  - Experience optimising ecommerce or digital conversion journeys across web and app channels would be highly beneficial.
  - Proven ability to develop and optimise customer-facing communications, content, and journey experiences across digital channels.
  - Proven ability to manage multiple priorities, stakeholders, and delivery streams, and to work at pace with a high degree of autonomy.
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**Qualifications**

- A relevant tertiary qualification in Marketing or Communications or equivalent experience
  - Digital Marketing qualifications would be beneficial
  - Salesforce Marketing Cloud or Data Cloud certification
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**Authorities**

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**People responsibilities:**

- 4 people

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**Signature authority of:**

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