

Position description



Title Senior Marketing Manager	Reports to Head of Brand
Division Marketing	Department Brand
Location Auckland	Last updated 09/07/2026

Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianeī, 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

Lotto NZ has an array of exciting projects in flight to deliver to its strategic plan to boldly transform the customer experience. As a Senior Marketing Manager at Lotto NZ, you will play a pivotal role in shaping and driving the brand strategy. You will be responsible for developing and executing marketing plans that enhance brand awareness, engage our audience, and drive business growth. This role requires a strategic thinker with a creative mindset and a proven track record in brand management.

To deliver our plan on time and on budget, the role of Senior Brand Manager will report to the Head of Brand and take the lead on several projects as well as overseeing and approving work from the brand team. While being a strong strategic role, with particular emphasis on media strategy, it will also deliver communications that align to the Lotto NZ purpose and enhance the overall brand experience.

What you will focus on

Brand & Communications Planning

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- Develop and implement comprehensive brand marketing plans to support the launch of key business projects.
 - Develop the annual brand strategy and communication plans for Lotto Family, Daily Games and Instant Kiwi (Overseen by Head of Brand & Creative)
 - Support the marketing manager in the development of plans for the Lotto NZ brand (Winning, Caring, Giving pillars)
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Implementation of Brand and Communications activity

Ensure excellence in the implementation of the brand and communications plans by leading the creation and execution of marketing campaigns across various channels, including:

- Briefing, development and signoff of the individual campaign/project plans
 - Optimising the marketing return on investment
 - Ensuring the right communications relevant to customer segmentation and journeys
 - Retailers, customer support and key stakeholders are well informed.
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Campaign Approvals

- Approve briefs, and creative executions for all customer-facing marketing communications.
 - Oversee execution of the three main Lotto Family and IK promotions (Mother's Day, Father's Day and Christmas), two Keno promotions, and other competitions/activations as required.
 - Oversee execution of Local Grants and Play Smart brand activity.
 - Ensure all communications work to achieve both commercial and strategic objectives whilst aligning to brand guidelines.
 - Be responsible for tracking, reconciling and forecasting marketing project budgets.
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Partnerships and Relationships

- Develop strong day-to-day partnerships with internal teams, retailers and external agencies and partners.
 - Collaborate with cross-functional teams, including product development, sales and customer service, to ensure brand consistency and alignment.
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Functional Marketing Disciplines

- Conduct market research and analyse consumer insights to inform brand positioning and strategy.
 - Manage the brand budget and allocate resources effectively to maximise ROI.
 - Monitor and report on brand performance metrics, providing actionable insights and recommendations.
 - Stay up to date with industry trends and competitor activities to identify opportunities for innovation and differentiation.
 - Champion professional marketing disciplines and processes across the Marketing team including research, insights, strategic planning sessions, operational activity plans, performance monitoring.
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Other

- Any other duties/project work as reasonably required by the Head of Brand, Head of Projects or other key stakeholders.
 - Participation and leadership (when required) across any marketing team forums.
 - 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.
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- 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

Skills & Experience

- Comprehensive understanding of fundamental marketing principles and strategy.
- Proven experience leading successful end-to-end marketing campaigns.
- Extensive knowledge of the New Zealand media landscape.
- Solid commercial acumen with a results-driven attitude.
- Experience managing media and creative agencies.
- A customer-driven approach.
- Strong communication skills and a confident presenter.
- Good creative eye with exceptional attention to detail.
- Proven ability to create and embrace new ideas and change, and to encourage innovation in others.
- Ability to manage time and prioritise workload in order to juggle multiple tasks and meet deadlines.
- A punctuation and grammar stickler.
- An enthusiastic, curious and collaborative, problem-solving attitude.
- Lots of drive, energy and passion for the achievement of Lotto NZ's goals.

Qualifications

- Tertiary Qualification – in Marketing or a related qualification PLUS minimum 7 years' experience in a retail marketing role.
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Authorities

People responsibilities:

0 people

Signature authority of:

As per DoA
