

Position Description



Title Brand Manager – Instant Kiwi	Reports to Head of Brand
Division Marketing	Department Brand & Creative
Location Auckland	Last updated 13/07/2026

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 / Kaupapa mahi

The primary responsibility of this role is to drive the implementation of the Instant Kiwi marketing plan, in order to generate long term sales growth and profitability of the Instant Kiwi category.

All communications need to be delivered on-brand, on-time and on-budget, and are designed to attract new or infrequent players to our games and increase frequency of existing players whilst ensuring we put player safety at the heart of everything we do. This role is often the first point of contact from multiple departments and external partners and is considered the 'go-to' person for Instant Kiwi Brand and Creative.

What you will focus on / Ngā mea hei arotahi māu

Promotions

Lead the communications plan for Instant Kiwi products:

- Planning for Instant Kiwi paid media and owned communications delivery, including brand activity, ticket promotion and gifting periods.
 - Writing creative and media briefs
 - Working with internal and external partners on creative and media campaigns end to end. Ensuring alignment with our total game portfolio.
 - Ensure the creation of point of sale, digital and paid media assets are delivered on time and are fit for purpose
 - Communicating campaign information to relevant stakeholders, and promotion specifications to operations/IT teams
 - Management of the Instant Kiwi marketing budget, supporting the Senior Marketing Manager with month end financial process
 - Prepare and provide post campaign reports to key stakeholders.
 - Applying post campaign learnings to future campaigns
 - Working collaboratively with the Instant Kiwi product team to support a strong product pipeline and promote new game play enhancements.
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Instant Kiwi Brand

Assist the Senior Marketing Manager with the Instant Kiwi brand strategy and brand campaigns:

- Working with internal and external partners on creative and media
 - Communicating information to relevant stakeholders.
 - Writing briefs and ensuring delivery of assets across all channels are on time and fit for purpose
 - Provide performance reporting to key stakeholders quarterly
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Owned channels and Social Media

- Working with internal and external partners on creative and media to continually improve processes and content
 - Working with the internal digital team and media agency, to optimize Instant Kiwi online performance across acquisition and retention campaigns
 - Tracking and communicating social media performance metrics to relevant stakeholders
 - Coordination of the monthly content calendar for social channels and direct communications
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Marketing Communications Support

- Manage all Instant Kiwi point of sale updates and out of stock reorders with operations and external printers. Attend the weekly point of sale meeting
- Manage the production and distribution of Instant Kiwi giveaways and promotions

Other

- Any other duties as reasonably required by your manager 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. With this in mind, you will 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 / Ō pukenga me ō wheako

Technical skills

- Comprehensive understanding of fundamental marketing principles.
- Strong communication skills with both internal and external partners.
- Ability to manage time and prioritise workload in order to juggle multiple tasks and deadlines.
- Attention to detail is key.
- Lots of drive, energy and passion for the achievement of Lotto NZ's goals

Experience

- A self-starter with strong interpersonal skills in order to engage people on the journey to campaign delivery.
- End to end campaign management, from briefing through to post analysis.

Qualifications

- Tertiary qualification in Marketing or a related qualification PLUS minimum 3 years' experience in a retail marketing role.
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Authorities / Te mana o te tūranga

People responsibilities:

0 people

Signature authority of:

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