

Position description



Title Head of Retail Performance	Reports to Chief Retail Officer
Division Retail	Department Retail Performance
Location Auckland	Last updated 20/10/2026

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 hāpori, 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 Head of Retail Performance is accountable for translating Lotto NZ's Retail Strategy into action through the coordinated leadership of field performance, retail product and retail operations, driving retailer engagement, network performance, store excellence, workforce capability and continuous improvement.

The role leads operational performance, retailer engagement and in-store customer experience to ensure Retail remains a valued, future-fit and high-performing channel.

As a member of the Lotton NZ Senior Leadership team and Retail leadership team, the role contributes to enterprise objectives and works collbrately across the organisation.

What you will focus on / Ngā mea hei arotahi māu

Deliver a high performing retail channel

Accountable for ensuring the Retail Performance function contributes to sustainable retail growth, exceptional retailer performance and a consistently high-quality customer experience.

- Agreed retail sales, profitability and strategic objectives are translated into clear functional priorities and delivery plans and achieved through coordinated execution.
 - Retailers consistently deliver strong customer experiences, sales performance and compliance outcomes.
 - The retail network is engaged, capable and aligned to Lotto NZ's strategy.
 - Performance issues and opportunities are identified early and acted on decisively.
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Shape the future of retail

Accountable for implementing agreed transformation and innovation priorities across the Retail Performance function and leading continuous improvement in operational delivery.

- Agreed changes are successfully implemented in response to changing customer expectations, technology and retail priorities.
 - Processes become simpler, more efficient and more scalable.
 - Innovation is translated into practical outcomes that improve customer, retailer or business performance.
 - Changes deliver measurable improvements in retailer, customer or business performance.
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Build a future-fit retail network

Accountable for providing operational and performance insight to inform retail network planning and for ensuring approved network changes are implemented effectively across the Retail Performance function.

- Network planning and investment recommendations are informed by robust operational, retailer, customer and performance insight.
 - Customers can access Lotto NZ products through the right mix of locations, formats and experiences.
 - Approved retail formats and network opportunities are tested, implemented and transitioned effectively into operational delivery.
 - Implemented network changes support Lotto NZ's agreed retail and omnichannel direction.
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Use data and insights to drive better decisions

Accountable for embedding evidence-based performance management and decision-making across the Retail Performance function.

- Performance data is actively used to improve outcomes.
 - Risks and opportunities are identified through insight, rather than hindsight.
 - Investment recommendations and decisions within delegated authority are supported by robust analysis and clear commercial rationale.
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- Retail resources are prioritised against the greatest strategic and commercial impact.
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Compelling retailer value proposition

Accountable for ensuring the Retail Performance function delivers coordinated support that strengthens retailer capability, performance and experience.

- Retailer engagement and satisfaction improve through coordinated field, product and operational support.
 - Retailers experience clear value through their day-to-day relationship with Lotto NZ.
 - Retail capability continues to strengthen through effective training, communication and support.
 - Operational delivery supports Lotto NZ's strategic partnership and key-account objectives.
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Deliver effective retailer communications

Accountable for ensuring retailers are informed, engaged and ready to deliver Lotto NZ's operational and strategic priorities.

- Retailers receive clear, timely and coordinated communications that enable effective execution across the network.
 - Retail communications strengthen retailer engagement, capability and alignment with Lotto NZ's priorities.
 - Retailer feedback and frontline insights improve communication effectiveness and inform wider operational decision-making.
 - Retail communications are delivered in partnership with the Head of Partnerships & Planning, who shares accountability for communications relating to key partnerships, network planning and assigned growth initiatives.
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Retail execution excellence

Accountable for ensuring agreed retail initiatives, promotions, products and strategic priorities are translated into coordinated and consistent execution throughout the network

- Strategic initiatives are implemented successfully and deliver intended outcomes.
 - Retailers are ready, informed and equipped to support new products, campaigns and programmes.
 - Execution standards are consistently high across the network.
 - Customers experience Lotto NZ as a seamless and professional brand regardless of location.
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Build a high performing team

Accountable for leading a high-performing Retail Performance leadership team and creating an environment where people thrive, perform and contribute to Lotto NZ's success

- Team members are engaged, capable and accountable.
 - Strong leadership capability exists throughout the Retail function.
 - Talent is developed and succession pipelines are strengthened.
 - Functional leaders have clear accountabilities and work collectively across field performance, retail product and retail operations.
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Other

- Any other duties as reasonably required by your manager or other key stakeholders.
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- 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 games that allow 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 gambling 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

- Strong strategic execution and functional planning capability.
- Strong retail channel management expertise.
- Commercial and financial acumen.
- Exceptional relationship management and influencing skills.
- Change leadership and programme delivery.
- Customer experience and omnichannel understanding.

Experience

- Senior leadership experience within retail, franchise, channel management or multi-site environments.
- Experience leading geographically dispersed teams and leading leaders.
- Proven success improving retail performance and customer outcomes.
- Experience translating commercial or channel strategies into functional plans and measurable outcomes.
- Proven business case development and investment prioritization.
- Demonstrated leadership of transformation, change and continuous improvement initiatives.
- Experience influencing executive stakeholders and leading cross-functional initiatives.
- Experience building strong external and commercial relationships.

Qualifications

- A relevant tertiary qualification is preferred
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Authorities / Te mana o te tūranga

People responsibilities:	3 direct reports and 21 indirect reports.
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Signature authority of:	as per DOA
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