# Position description

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| **Title**<br>Relationship Manager | **Reports to**<br>Retail Team Manager |
| **Division**<br>Retail | **Department**<br>Retail |
| **Location**<br>As per individual IEA | **Last updated**<br>16/05/2022 |

## 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 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

This role will act as the key point of contact for all retailers/stores in an assigned region. As Relationship Manager for these stores, you will be responsible for all elements of the relationsip through the retail life-cycle, including opening new stores (design and fit-out etc.) through to BAU store closures.

The key focus for the role will be ensuring that we are bringing to life our customer vision in each store.

*"Keeping dreams alive through simple, safe and fun experiences"*

The role will be responsible for providing support and guidance to each store including focussing on customer experience, harm minimisation, growing sales, building relationships, maintenance of equipment, ensuring quality standards are maintained, promotions, training, upgrades of existing stores and customer complaint resolution.

As a relationship manager you will have overall accountability for the relationship with each retailer in your region, however you will be supported by Retail Care Consultants in our contact centre who will proactively contact retailers to provide additional remote support.

# What you will focus on

### Relationship Management

- Key point of contact between Lotto NZ and each retailer in your assigned region.
- Build and preserve trusting and collaborative relationships with each retailer.
- Build rapport, provide advice, identify opportunities and ultimately add-value with each visit to (or contact with) a retailer.
- Educate, train, and inform retailers about Lotto NZ products, policies, and performance, including using reporting/data to regularly share key performance trends and information.
- Resolve issues quickly and communicate regularly.
- Keep CRM up to date for all retailers and interactions.

### Winning Customer Experiences

- Accountability for delivering winning customer experiences in all the stores in your region, focussing on delivery of our customer vision.
- Have a customer-centric mindset, continually look for opportunities to engage with customers and gather customer insights.
- Use customer insights to identify opportunities to improve the customer experience provided in stores.
- Accountability for resolving customer complaints raised in your region, including ensuring that (as appropriate) you liaise directly with customers, retailers, and staff members to resolve issues in a timely manner.

### Safe Gaming

Minimise the risk of harm from problem and underage gambling associated with our products by:

- Championing and leading the adoption of our Play Smart programme across your region, including providing education and training.
- Ensuring all retailers are complying with their obligations to sell Instant Kiwi as an age restricted product and are supported to deal with situations of potentially harmful behaviour instore.
- Actively supporting and delivering to our At-Risk Retailer (ARR) and At-Risk Customer (ARC) processes and policies, including discussing with retailer's cases of high staff spend when they are identified.

### Operations

- *EOI, opening, closing, and upgrading stores:* Manage the end-to-end retail store fit out and/or upgrade process to current fit our standards with all relevant compliance documentation completed. Oversee and manage the end-to-end process of the termination and replacement of existing retailers where required.
- *Store visits:* Work closely with the Regional Business Manager(s) and the Retail Care Consultants to develop an appropriate call cycle for all stores (including outbound support calls from the contact centre).
- *Network health:* Focus on the health of our network, ensuring that Lotto NZ agreed operating standards are adhered to by all retail outlets and proactively deal with or escalate potential issues. Work with the Regional Business Manager(s) on our Network Management programme to ensure a lift in standards in identified stores.

- *Training:* Ensure all retailers and their staff are trained by Lotto NZ unless otherwise approved by the Regional Business Manager or Chief Customer Officer. Identify training and development needs within the retailer network, deliver in-store training in Lotto NZ systems and processes, customer service and product knowledge where required.
- *Planning and reporting:* Develop robust sales plans for key retailers that focus on business growth and use data and reporting to have meaningful performance conversations with retailers.
- *Regional Insights:* Keep up to date with economic growth and decline in your region, identifying any store growth opportunities and gaps.
- *Store renewals and change of ownerships:* Work with the Network Management team to conduct the review and renewal of retailer agreements and change of ownerships for stores in your region.
- *Maintenance:* Undertake store maintenance, as required, for all stores in your region (including maintenance of digital signage).
- *Health & safety:* Ensure that the installation and maintenance of Lotto NZ equipment instore is conducted in a safe way that does not, so far as reasonably practicable, expose retailers or any other persons instore to risk. Ensure regular monitoring of all Lotto provided equipment and furniture to identify any potential hazards to retailers or customers in store. Proactively discuss Health & Safety matters with retailers including safety, cash handling and robbery situations to ensure the appropriate protocol is in place.

**Other**

- Any other duties as reasonably required by the Regional Business Manager (s) 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.

## Your skills and experience

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| **Technical skills** | • Relationship management, including the ability to work and build strong relationships with a diverse range of people.<br>• Ability to use a variety of data to develop retailer and sales plans.<br>• Ability to recognise and analyse key retail drivers.<br>• The ability to effectively communicate thoughts, ideas, and concepts both verbally and written. |

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| | • Ability to manage time effectively and prioritise workload to ensure time and financial resources are maximised.<br>• Ability to deliver training and identify training needs in a retail environment desirable.<br>• Ability to confidently lead challenging conversations on topics such as poor performance, store closures and breach of obligations. |
| **Experience** | • Thorough knowledge of the retail industry (5+ years).<br>• Experience working in a relationship management (or equivalent) role.<br>• Experience working across all aspects of the retail store life-cycle. |
| **Qualifications** | • Hold a current clean NZ driving licence.<br>• Relevant qualification, such as a business associated qualification, preferred. |

## Authorities

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| **People responsibilities:** | • 0 people |
| **Signature authority of:** | • $0 |