



## Director, Loyalty & Incentives

# BC LOTTERY CORPORATION

### Vancouver, BC

The Director, Loyalty and Incentives will lead the design, development, implementation and ongoing management of BCLC's Player Rewards and Incentives Program. The Director will oversee the end-to-end program, continuously refining it to ensure a world-class player and partner experience, and they will be pivotal in driving player attraction and retention, contributing to revenue growth, and promoting player health. Furthermore, the Director will be responsible for building the program's brand and platform, overseeing ongoing marketing operations, and ensuring the achievement of the business case. Reporting to the Chief Social Purpose Officer & Vice President, Marketing, and with indirect reporting to the Chief Operating Officer and Chief Information Officer, this role is highly visible and spans much of BCLC's operations.

As the ideal candidate, you have deep experience building and delivering consumer rewards and incentives programs that drive loyalty and brand affinity in a way that showcases an organization's purpose and values. Using data and research, You bring knowledge of best practices in consumer rewards programs, and have the relationship and communication skills that will allow for identifying the components of a top tier program that is aligned to BCLC's unique goals and objectives. You possess an ability to collaborate, communicate, and implement progressive, creative, and effective strategies across multiple consumer-facing platforms, and bring a marketing and customer experience ethos that allows for cross-functional collaboration. As a leader, you are known as someone who can coalesce and motivate a team of professionals, and can also lead with influence across a large and highly complex organization. Above all, you believe in BCLC's brand promise, are committed to its social purpose and mandate, and you live the organization's core values.

*The targeted salary range for this position is \$139,351 - \$174,189 - \$217,736 annually, supplemented by a competitive total rewards package. Our typical hiring range will be +/- 5% of the midpoint shown. Factors influencing this decision include qualifications and market conditions for the role.*

BCLC is committed to creating a welcoming workplace where everyone feels safe, included, and valued. For us, that means building a team that reflects the diversity of the communities we serve.

Please send your resume and brief covering letter to **Allison Rzen** and **Jennifer Madden** at [www.pfmsearch.com](http://www.pfmsearch.com).

*Celebrated as one of BC's Top Employers year after year, a driver of innovation within a dynamic industry, and with a purpose-driven focus on making investments that enrich communities throughout the province, BC Lottery Corporation is a Crown corporation with an entrepreneurial spirit. Thanks to its players, BCLC provides the Province of BC gambling revenue to help benefit British Columbians through investments in areas such as education, healthcare, community programs and services. Embarking on an exciting new corporate strategy with a vision to revolutionize gambling entertainment through engaging experiences that build and benefit community, BCLC exists to generate win-wins for the greater good.*



#### PFM Executive Search

Tel 604.689.9970 | Toll-Free 1.800.864.9970

Suite 510-999 West Hastings Street

Vancouver, BC V6C 2W2

[www.pfmsearch.com](http://www.pfmsearch.com)