

9268

## LOTTERY MARKETING SPECIALIST, SENIOR

### **Nature of Work**

Under limited supervision, performs highly responsible technical and administrative work in the development, implementation, coordination and evaluation of the public relations or advertising programs for the West Virginia Lottery. Responsibility is held for managing the Lottery public relations program to include developing and delivering official responses to media, industry, legislative and public inquiries; preparing news releases; developing and coordinating public appearances; creating and publishing the Lottery newsletter; supporting Lottery promotional events; and oversight of nightly Lottery games drawings; or for managing the Lottery advertising program for television, radio, newspapers, outdoor advertising, Point of Sale and other media. Work is performed with considerable independence within the framework of the Lottery statute, regulations, policies, procedures and advertising and promotional contracts. Background and credit investigation and security clearance required for employment. Travel is required. Performs related work as required.

### **Distinguishing Characteristics**

This is the advanced level in the Lottery Marketing Specialist series. Employee plans, develops and evaluates the Lottery public relations or the Lottery advertising program.

### **Examples of Work (Any specific position in this class may not be assigned all of the duties listed, nor do the examples listed cover all of the duties which may be assigned.)**

- Plans and implements a comprehensive public relations program for the West Virginia Lottery; represents the agency in liaison capacity with the news media, gaming industry, legislature and the public.
- Writes or directs the writing of news releases, speeches and related materials on Lottery promotions and events, revenue projections and sales; responds to inquiries from news media, legislature, gaming industry and the public.
- Supports Lottery promotional events through media relations; advises senior Lottery management on public relations concepts and strategies.
- Writes and updates rules and regulations for Lottery nightly drawings; oversees Lottery nightly drawing staff.
- Develops, coordinates, implements and evaluates all advertising for the Lottery to include television, radio, newspapers, outdoor advertising, Point of Sale and other media.
- Collaborates with the Lottery's advertising agency of record in the creation and development of advertising concepts to final production, creation and implementation of media plans, and production of advertising for all media outlets.
- Assists in the development and management of the Lottery advertising budget; analyzes budget and cost of advertising; reviews media purchases.
- Oversees the in-house production of Lottery newsletter, reports and other publications.
- Sells advertising banners, posters and other materials.
- Utilizes desktop design software for creation of designs to be submitted to printing and production companies.
- Takes photographs for use in Lottery advertising and promotional campaigns.

### **Knowledge, Skills and Abilities**

- Knowledge of marketing and sales principles and practices.
- Knowledge of public relations and journalism to include news writing, reporting and editing.

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**LOTTERY MARKETING SPECIALIST, SENIOR (cont'd)**

**Knowledge, Skills and Abilities (cont'd)**

Knowledge of advertising principles and practices.

Knowledge of the West Virginia Lottery law, rules, policies and procedures, organization and games and products.

Knowledge of the legislative process.

Knowledge of desktop publishing software and techniques.

Skill in the use of digital photography and desktop publishing software.

Ability to plan and implement an effective public relations program for the West Virginia Lottery; ability to effectively represent the agency with the news media, gaming industry, legislators and the public.

Ability to write news releases, speeches, newsletters and other compositions.

Ability to oversee the creation and implementation of advertising concepts and media plans and production for television, radio, newspaper, outdoor and Point of Sale advertising.

Ability to publish newsletters, annual reports and other publications.

Ability to oversee a multi-million-dollar advertising budget; ability to analyze advertising costs and review purchases.

Ability to maintain effective working relationships with advertising contractors, retailers, gaming industry officials and the public.

Ability to express ideas clearly and concisely, orally and in writing.

**Minimum Qualifications**

**Training:** Bachelor's degree from a regionally accredited four-year college or university.

**Substitution:** Experience as described below may substitute for the required training on a year-for-year basis.

**Experience:** Five years of full-time or equivalent part-time paid experience in statistics, mathematics, public relations, journalism, communications, advertising, marketing, sales or closely related field.

**Substitution:** Master's degree from a regionally accredited four-year college or university in a closely related field may substitute for one year of the required experience.

**Special Requirement:** Must have a valid Driver's License.

Established: 03/19/09

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Effective: 05/01/09; 04/07/17