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LOTTERY MARKETING SPECIALIST

Nature of Work

Under general supervision, performs full-performance technical and administrative work in the development, advertising, promotion and servicing of lottery products for the West Virginia Lottery. Responsibility is held for one or more of the following statewide functional areas: planning, organizing and leading promotional activities for lottery products; developing, conducting and evaluating a comprehensive retailer services program to include recruitment, licensing, retailer promotions and conflict resolution; managing the life-cycle of Instant Ticket products to include creation, implementation, evaluation and communication; or conducting industry analysis of historical sales, revenues and other data in support of the lottery marketing programs. Considerable travel is required. Background and credit investigation and security clearance required for employment. Performs related work as required.

Distinguishing Characteristics

This is the full-performance level in the Lottery Marketing Specialist series. Employee is responsible for one or more statewide functional areas: Lottery product development; Lottery product promotion; managing key and chain accounts; or for the application of research and database management skills to create and present historical sales and revenue data in support of lottery marketing strategies.

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.)

Promotions:

Plans, organizes and leads Lottery-sponsored events and promotions statewide; meets with vendors, retailers, civic leaders and media to promote and publicize Lottery products; develops retailer and consumer promotions; serves as Lottery spokesperson at sponsored events; oversees the work of Lottery employees at promotional events.

Drafts policies and procedures for Lottery product promotions and sponsorships; ensures promotional activities are in compliance with Lottery rules, policies and procedures.

Monitors and evaluates promotional campaigns and sponsored events; maintains records and prepares regular and special reports.

Liaisons with Lottery advertising vendors on all aspects of product promotions and sponsored events; orders promotional items, staff apparel, sales force supplies and promotional supplies and equipment.

Key & Chain Accounts:

Communicates with retailers and marketing sales representatives on field supply needs, conflict resolution and to plan and coordinate retailer visits.

Addresses retailer licensing issues to include site surveys, change of ownership and telecommunications issues.

Participates in promotional activities such as retailer grand openings, trade shows, fairs and festivals.

LOTTERY MARKETING SPECIALIST (cont'd)**Essential Job Functions (cont'd)****Product Development:**

- Creates instant games from concept and player research to complete working papers and delivery schedule; coordinates and monitors vendor contracts related to instant ticket printing, online games system, cooperative services and new product advertising.
- Creates security seeds for instant games; initiates game end prize structure; initiates and schedules ticket destruction.
- Analyzes instant games sales, inventories and schedules to determine order quantities, games to be ordered and games to be removed.
- Develops and implements the direction of numbers games including promotions, new concepts, player research, consumer interests and related communication.
- Creates retailer communication, sell-sheets and order-sheets to alert retailers of new games and expiring games.
- Responds to correspondence and/or complaints from retailers, players and staff on game specific issues or on Lottery research.
- Oversees the development of Lottery website; coordinates corrections with website vendor; develops and plans website maintenance.

Industry Analysis:

- Develops and prepares weekly, monthly, fiscal year and special reports on historical sales, revenues and other data.
- Manages marketing and sales database to include database programming and report generation.
- Conducts marketing analysis and other data collection activities to assist and improve marketing operations.

Knowledge, Skills and Abilities

- Knowledge of marketing and sales principles, practices and techniques.
- Knowledge of West Virginia Lottery law, regulations, policies and procedures.
- Knowledge of West Virginia Lottery vendor contracts related to the development and promotion of lottery products.
- Ability to develop, implement and evaluate Lottery product marketing plans.
- Ability to create and develop new instant game concepts and to plan and implement the games life cycle.
- Ability to develop and maintain effective working relationships with vendors, retailers, civic leaders, players and Lottery staff.
- Ability to comprehend and utilize marketing and sales data to develop new games and marketing and promotion strategies for Lottery products.
- Ability to express ideas clearly and concisely, orally and in writing, and to make effective presentations to large groups.
- Ability to respond effectively regarding retailer, vendor or player issues related to Lottery products.

Minimum Qualifications

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

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LOTTERY MARKETING SPECIALIST (cont'd)

Minimum Qualifications (cont'd)

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

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

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

Established: 03/19/09

Revised: 12/02/11; 04/07/17

Effective: 12/02/11; 04/07/17