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LOTTERY MARKETING SPECIALIST, TRAINEE

Nature of Work

Under direct supervision and in a training capacity, acquires the knowledge, skills and abilities to perform the work of a Lottery Marketing Specialist with the West Virginia Lottery. As proficiency is developed, may be assigned progressively more responsible work in the development, advertising, promotion and servicing of Lottery products. Employee assists other Lottery Marketing Specialists in one or more of the Lottery marketing functional areas. Occasional statewide travel is required. Background and credit investigation and security clearance required for employment. Performs related work as required.

Distinguishing Characteristics

This is the beginning level in the Lottery Marketing Specialist series. Employee participates in a formal on-the-job training program to develop familiarity with West Virginia Lottery laws, rules, policies and procedures and with Lottery product development, marketing and promotion strategies and techniques. Employee assists higher level Lottery Marketing Specialists in a variety of duties related to the development, promotion and marketing of Lottery products.

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.)

Participates in training programs to acquire familiarity with Lottery laws, regulations, policies and procedures and with Lottery product development, marketing and promotion.

Assists in product development, marketing and promotion activities; meets with retailers, vendors, players and civic leaders to promote and publicize Lottery products.

Assists with ordering marketing, sales equipment and supplies and with coordinating retailer visits.

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

Assists in the development of new instant games concepts and in managing instant games life cycle.

Assists in responding to retailer and player correspondence and complaints relating to Lottery products.

Knowledge, Skills and Abilities

Ability to learn marketing and sales principles, practices and techniques.

Ability to learn West Virginia Lottery law, rules and regulations, policies and procedures.

Ability to assist in the development, marketing, promotion and servicing of Lottery products.

Ability to assist in creating and managing the life cycle of instant games.

Ability to develop and maintain effective working relationships with vendors, retailers, players, civic leaders 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 speak effectively to large groups.

Minimum Qualifications

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

Substitution: Full-time or equivalent part-time paid experience in statistics, mathematics, public relations, journalism, communications, advertising, marketing, sales or closely related field may

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LOTTERY MARKETING SPECIALIST, TRAINEE (cont'd)

Minimum Qualifications (cont'd)

substitute for the required training on a year-for-year basis.

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

Established: 03/19/09

Revised: 04/07/17

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