

LOTTERY PROGRAM SPECIALIST**Nature of Work**

Under general supervision, performs full-performance level professional work in the development and implementation of a lottery program or operational area such as marketing, research, advertising and promotions, or retailing. Uses independent judgement to determine appropriate action taken to achieve desired results. Exercises considerable latitude in determining approaches to problem solving. Work may be performed independently and/or in conjunction with other program or technical area staff. Travel is involved. Performs related work as required.

Distinguishing Characteristics

This class is distinguished from the Lottery Program Specialist, Senior by participation in the implementation of a program area and not having responsibility to manage an entire programmatic or operational systems. The Lottery Program Specialist does not function in a lead or supervisory capacity.

Examples of Work

Represents the program in the area of assignment with the agency and outside entities to resolve problems.
 Monitors and evaluates program and advises management accordingly.
 Coordinates program activities in the assigned area.
 Participates in the development of new procedures.
 Develops and coordinates lottery promotional events.
 Coordinates edit and layout of newsletters via personal computer and software material; produces videos and commercials.
 Meets with retail management to recruit new account business.
 Prepares reports containing detailed information and graphs.

Knowledge, Skills and Abilities

Knowledge of West Virginia Lottery Commission rules and regulations.
 Knowledge of accepted sales methods, techniques and practices.
 Knowledge of statistical analysis of sales figures and marketing activities.
 Ability to establish and maintain effective working relationships with retailers and the general public.
 Ability to create and deliver presentation of products and programs.
 Ability to communicate effectively, both orally and in writing.
 Ability to operate a computer terminal.

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LOTTERY PROGRAM SPECIALIST (CONT'D)

Minimum Qualifications

TRAINING Graduation from an accredited four-year college or university with a degree in marketing, business administration, communications, journalism, media relations, psychology, sociology or related science field.

SUBSTITUTION Experience as described below may substitute for training on a year-for-year basis.

EXPERIENCE One year of full-time or part-time equivalent paid experience in marketing, business administration, communications, journalism, media relations, psychology, sociology or related social sciences field **OR** one year of full-time or equivalent part-time paid administrative experience with the West Virginia Lottery.

SPECIAL REQUIREMENTS Possession of a valid West Virginia driver's license.

Established: 8/19/93
Revised: 12/9/94, 12/16/03
Effective: 12/16/03