



**NORTH DAKOTA
CLASS DESCRIPTION**

ND Human Resource Management Services

Class Code(s): 0860

Phone: (701) 328-3290

LOTTERY SALES & MARKETING SPECIALIST

GRADE L

SCOPE OF WORK:

Work involves the development and execution of marketing strategies that result in maximized sales of North Dakota lottery products.

DUTIES PERFORMED:

- Develop, execute, and manage annual and long-range sales and marketing strategies and plans to maximize lottery ticket sales and create an effective branding image.
- Develop and implement incentive programs for players and retailers; develop and execute plans for special events associated with the launch of each new game.
- Develop guidelines for media advertising.
- Analyze and evaluate the effectiveness of various marketing and advertising campaigns, media buys, and incentive programs.
- Create public information and promotional materials for lottery games, sales information, problem gambling, etc.
- Conduct new game analysis, sales forecasts, and retailer and player surveys.
- Create and implement retailer, player, and winner awareness programs.
- Recruit retailers for licensure and recommend retailers for minimum sales programs.
- Provide assistance to individual retailers and corporate chains in identifying and developing lottery ticket sales promotions.
- Develop and manage the process for marketing-related vendor selections; manage contract compliance; collaborate with and manage vendors in developing and executing advertising campaigns.
- Participate in developing the marketing and advertising budgets and costs/benefits of existing and new marketing programs; approve marketing and related expenditures.
- Communicate with the public through correspondence, phone calls, and presentations at various civic and service clubs and trade organization meetings.
- Manage and control lottery draw and lock-down procedures in coordination with the Multi-State Lottery Association, online system vendor, and independent auditor; balance retail transactions and report sales data.

NOTE: The duties listed are not intended to be all-inclusive. Duties assigned any individual employee are at the discretion of the appointing authority.

MINIMUM QUALIFICATIONS:

Requires a bachelor's degree in marketing, communications, public relations, or a closely related field, and three years of professional-level work experience that included marketing or sales management.

Eff. Date: 12/04

Rev: 2/06 – Revised min quals

Rev: 7/12 – Conversion to Hay System