



**NORTH DAKOTA  
CLASS DESCRIPTION**

ND Human Resource Management Services

Class Code(s): 0862

Phone: (701) 328-3290

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**LOTTERY CUSTOMER SERVICE SPECIALIST**

GRADE L

**SCOPE OF WORK:**

Work consists of establishing and maintaining an outreach program through development and implementation of sales strategies, promotional programs, and education and guidance to retailers to increase the sales of lottery tickets.

**DUTIES PERFORMED:**

- Analyze sales data and retailer/player feedback to evaluate the effectiveness of lottery-sponsored marketing promotions, point-of-sale items, and advertising; recommend corrective actions; write comprehensive evaluation reports on marketing promotions.
- Develop sales strategies, sales goals, and action plans; develop and implement retailer promotional sales programs; assist retailers in developing and conducting individualized marketing promotions.
- Persuade retailers, including corporate officers, to actively support sales promotional programs and winner awareness activities; encourage participation in marketing promotions.
- Participate in state, community, and industry events such as trade shows and show cases; arrange promotional events with retailers and winning players; provide information through verbal and written communication to retailers, media, trade organizations, and the public.
- Develop and implement retailer award programs.
- Determine retailer training needs, design training modules, and present educational seminars and individual guidance to retailers covering such topics as laws, rules, policies, sales strategies and marketing promotions, lottery terminal operation, etc.; develop and maintain a comprehensive retailer handbook.
- Recruit potential retailers; coordinate with the gaming system vendor on startup of new retailers and terminal relocations.
- Develop criteria for approval of new retailers, retailer performance evaluation, and retailer site inspections; evaluate the sites and recommend approval or denial of licensure; develop corrective action plans for retailers' improved performance; recommend license revocation if necessary.
- Develop and maintain effective relationships with retailers and industry trade organization officials.
- Provide service advice, disseminate information, and address unique merchandising and non-compliance issues with retailers.

- Balance retailer transactions and conduct online draw procedures in coordination with the Multi-State Lottery Association and online system vendor.

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 with coursework in business administration, marketing, or sales; and five years of customer service work experience that included developing and implementing sales strategies and/or promotions, receiving and analyzing information, determining and developing an appropriate solution, and assisting or directing customers in implementing and completing steps for conducting certain activities or reaching certain financial goals.

Eff. Date: 11/04

Rev. 10/05 – revised scope, duties, minimum qualifications, and class evaluation

Rev: 7/12 – Conversion to Hay System