

New York State Department of Civil Service
DIVISION OF CLASSIFICATION & COMPENSATION

Tentative Classification Standard

Occ. Code 1792350

Manager Lottery Retail Operations, M-2

Brief Description of Class

Manager Lottery Retail Operations plans agency sales strategies and priorities to maximize the New York State Lottery's brand and enhance its retail sales activities at the Division of the Lottery, New York State Gaming Commission.

Distinguishing Characteristics

Manager Lottery Retail Operations: one-position class; under the general direction of the Director Lottery Marketing, ensures uniform treatment of lottery sales, marketing, and advertising efforts statewide with the advertising unit, sales unit, and Lottery Regional Directors; and supervises the Corporate Accounts Manager and Sales Program Coordinator, and other sales staff.

Related Classes

Lottery Regional Directors 1 and 2, and Lottery Upstate Director, under the general direction of the Director Lottery Marketing, manage and direct all Lottery activities in a Regional Lottery Office. Incumbents are responsible for overseeing the administration of lottery marketing, sales, and security programs.

Illustrative Duties

Recommend sales priorities and plans to the Director Lottery Marketing for distribution to Lottery's Regional Directors; direct the analysis of sales results and progress to establish and modify sales incentives and priorities; confer with the Director, Division of the Lottery, Director Lottery Marketing, and Lottery Regional Directors to evaluate and adjust retail strategies and tactics; ensure sales representatives and retailers receive all point of sales lottery materials; attend retail sales calls establishing Lottery employee's retail standards and expectations statewide; establish retail criteria and categorizations for visits by lottery staff; design sales performance retail and industry reports for use by Division of the Lottery's management team; maintains the Division of the Lottery's retail website, including availability of

standardized and customized reports for retailers; and perform the full range of supervisory duties of staff.

Minimum Qualifications

Open Competitive: a bachelor's degree and five years of sales experience as an account manager or account supervisor, three years of which must include direct supervision of staff. Substitution: A master's degree may substitute for one year of the non-supervisory experience.

Note: Classification Standards illustrate the nature, extent, and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all of the work that might be appropriately performed by a class. The minimum qualifications above are those which were required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum qualification requirements for appointment or examination.

Date: 6/2018