

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

Classification Standard

**Occ. Code 2238100**

**Lottery Regional Manager 1, M-1**

Brief Description of Class

Lottery Regional Managers 1 supervise New York State Lottery Regional Office sales and operations; manage, train, and develop retailers; and manage administrative and budget activities. Incumbents are responsible for managing sales and marketing programs in assigned regions, and coordinate all activities as required to responsibly increase sales, oversee regional staff, and implement Lottery initiatives and procedures.

These positions are classified only at the New York State Gaming Commission.

Distinguishing Characteristics

*Lottery Regional Manager 1:* under the general direction of a Lottery Regional Director, develops and implements product promotions; oversees regional operations; revises operating procedures; facilitates staff and regional meetings; oversees customer service and licensing operations; researches, reviews, drafts, and analyzes proposed legislation impacting lottery operations; develops proposals related to lottery operations; and supervises and evaluates staff training needs.

Illustrative Duties

Develops sales goals and ensures these goals consistently are met.

Monitors and analyzes lottery sales trends within a region.

Develops, directs, and implements lottery product marketing to maximize sales within an assigned region.

Supervises the execution of statewide sales program initiatives developed by the central office.

Reviews and escalates issues with contractor fulfillment of specific retailer programs based upon staff input and consumer complaints.

Oversees Prize Claim Centers, including addressing staffing and financial issues, and educating winners about procedures.

Oversees lottery sales licensing operations and makes final determinations on granting lottery sales licenses, and supports the growth of new retailers.

Establishes, performs, and maintains contact with lottery contractor representatives within the various specific program areas.

Ensures retailers are following proven strategies and executing proven lottery programs to maximize sales potential.

Supervises retailer training programs covering product knowledge, administration and management practices, accounting practices, marketing techniques, and program knowledge.

Liaisons with retailers, customers, legislators, legislative staff, or other individuals to resolve conflicts; address fraud, criminal activity, and customer complaints; and communicates laws, rules, regulations, and procedures.

Reviews, analyzes, and assists in drafting legislation impacting the lottery operation.

Performs administrative, personnel, and budgeting activities to support the operation of the regional office.

### Minimum Qualifications

#### *Lottery Regional Manager 1*

Promotion: one year of permanent service as a Senior Lottery Marketing Specialist, Regional Sales Program Coordinator, Assistant Lottery Regional Director 1, Lottery Marketing Specialist, or Supervising Lottery Marketing Representative.

**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: 4/2025

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