

## **New York State Department of Civil Service**

DIVISION OF CLASSIFICATION & COMPENSATION

Classification Standard

**Occ. Code 2238960**

**Director Lottery Advertising, M-4**

### Brief Description of Class

Director Lottery Advertising directs and manages a mass integrated communications program to promote game participation for the New York State Lottery at the New York State Gaming Commission.

### Distinguishing Characteristics

*Director Lottery Advertising:* one-position class; managerial level; manages the agency's mixed multi-media communication program under the general direction of the Director Lottery Marketing; supervises Lottery Advertising Supervisors, Lottery Marketing Specialists, and staff.

### Related Classes

Director Lottery Marketing directs statewide Lottery marketing/advertising, sales, and special events/promotions at the New York State Gaming Commission.

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

Lottery Sales Manager prepares a statewide sales development plan to align with the Division of the Lottery's marketing plan at the New York State Gaming Commission.

Lottery Advertising Supervisors oversee and manage media contract partners to implement the Lottery's advertising program to promote game participation at the New York State Gaming Commission.

### Illustrative Duties

Direct the Division of the Lottery's advertising promotion programs such as electronic multi-media, print, out of home advertising, point of sales productions, and special marketing and promotion events; coordinate marketing objectives between lottery management and advertising agencies; prepare Lottery's advertising budget proposals; direct advertising vendors to prepare annual media plans; direct and approve media selection, production administration, artwork, layout, television and radio scripts, local advertising efforts, and talent selection for Lottery games advertising; and perform the full range of supervisory duties of staff.

### Minimum Qualifications

Open Competitive: a bachelor's degree and seven years of experience managing marketing and/or advertising programs, including five years of experience with at least one advertising account or program having an annual budget of \$15 million and requiring full service. The experience must include account management; media planning and buying; creative development, production and distribution of broadcast media, print and outdoor and internet materials; promotional and retail display support; and research. Advertising experience must include direct responsibilities for daily account or program management activities such as advertising/marketing plan writing and presentation; oversight and participation in strategic research to support advertising/marketing recommendation; multi-media creative strategy development and execution; media planning and buying; and promotion and retail display development and execution. In addition, at least two years of the qualifying experience must have been at a managerial level, or three years at a supervisory level. A Master's degree may substitute for one year of the general senior/executive level 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.

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