

New York State Department of Civil Service
Division of Classification & Compensation

Classification Standard

Occ. Code 2255100

Lottery Marketing Representative 1, Grade 16	2255100
Supervising Lottery Marketing Representative, Grade 18	2238700

Brief Description of Class Series

Positions in this series assist with the sales, promotions, merchandising, and education efforts associated with new and existing lottery games and machines at retailers for the purpose of maximizing the sales of Lottery products within an assigned territory. These positions are classified only in the Gaming Commission.

Distinguishing Characteristics

Lottery Marketing Representative 1: full performance level; engages in extensive face-to-face communications by visiting existing Lottery retailers in an assigned territory to assist retailers in maximizing sales at their location; telephone retailers and follow-up on actual visits; oversees each retailer's instant game inventory, projecting Lottery business needs and forecasting sales to reduce instances of stock being exhausted; removes slow moving inventory/products; visits and recruits potential retailers to market Lottery games; and encourages retailer participation in selling and promoting Lottery products to their customers.

Supervising Lottery Marketing Representative: first supervisory level; manages the day-to-day activities of a group of Lottery Marketing Representatives 1, under the general direction of a Lottery Regional Director or Lottery Regional Manager or other administrator.

Related Classes

Lottery Marketing Specialists are responsible for improving Lottery sales in assigned regions. Responsibilities focus on, but are not limited to, corporate relations, sales, marketing, promotions, and operations issues. They may be responsible for Lottery sales and marketing presentations to specific chain and independent retailers and media and corporate partners.

Illustrative Duties

Lottery Marketing Representative 1

Interacts with the Public.

- Serves as the first line of agency contact with the general public.
- Conducts local event coverage such as street fairs, festivals, and local promotions at retailer locations or sporting venues, press conferences, winner events, and other special events.
- May make oral presentations and/or conduct games, give promotions, and sell lottery tickets.

Administers Lottery Sales Programs within an assigned territory.

- Establishes specific sales goals for individual retailers for each Lottery product based upon analysis of sales trends.
- Responds to shipment delivery issues; contacts shipping companies as needed; keep supervisor apprised of delivery issues.
- Facilitates credit resolution with retailer and/or contractors for all Lottery products.

Maximizes sales and retailer service at locations within an assigned territory.

- Assists retailers in maximizing sales at their location by analyzing each retailer's point of sale material and existing lottery game sales.
- Assists or prepares the scheduling of orders to establish optimum inventory levels.
- Visits each retailer in the assigned territory on a regular cycle; assists with promotion, merchandising, and sale of Lottery products; demonstrates merchandising solutions; upgrades point of sale presence; and resolves specific concerns on the part of the retailer.
- Educates and supports retailers with new game development, products, prize structures, price points, promotions, incentives, sales-building programs, merchandising, advertising, terminal operations, new marketing and sales strategies, and Winner Awareness using laptops/printers.
- Conducts marketing surveys for retailers in the field.

Provides ongoing merchandising support.

- Resets displays and delivers point of sale materials from vehicle stock directly to retailers.
- As required, may lift and carry sale and display materials of varying weight and sizes from their vehicle to retailer locations.
- May assemble or assist in assembling or setting up displays to promote Lottery products.

Assists retailers with operational problems and provides technical assistance as needed.

- Assists retailers in reporting problems to the other Lottery staff or a Lottery contractor; follows-up with retailers to ensure timely response by other Lottery staff and/or a Lottery contractor in order to minimize the impact on sales.
- Identifies specific procedural or policy problems being conducted at the retailer location and provides clarification to the retailer.

Develops participation of additional retailers within an assigned territory.

- Explores communities in an assigned territory to provide leads for Lottery retailer expansion.
- Researches and recruits additional prospective retailers in an assigned territory and maintain awareness of any new outlets opening that may be appropriate for Lottery product distribution.

Prepares and maintains various reports.

Supervising Lottery Marketing Representative

May perform all of the same duties and functions of a Lottery Marketing Representative 1.

Supervises subordinate staff.

- Provides supervision, guidance, and oversight to subordinate staff, and intervene and resolve problems as necessary.
- Determines and oversees staff assignments.
- Approves leave and track time and attendance.
- Reviews, monitors, and evaluates staff performance.
- Completes performance evaluations.
- Identifies training needs and arranges for provision of training.
- Manages and directs program activities by setting priorities and deadlines.

Motivates and manages a group of Lottery Marketing Representatives 1.

- Monitors the implementation of the marketing programs to retailers.
- Oversees reporting paperwork related to marketing visits.
- Analyzes reports and independently visits retailers to monitor Lottery Marketing Representatives' 1 administration of the lottery sales program.
- Accompanies Lottery Marketing Representatives 1 to retailers, researching, directing, and participating in the development and implementation of sales promotions.
- Ensures consistent communications with existing and new retailers through the management and coordination of staff.

Minimum Qualifications

Lottery Marketing Representative 1

Open Competitive: six years of experience* in a position involving experience managing a retail business, servicing retail sales accounts, or marketing products to retail accounts, including advertising, marketing communications, product research, or promotion.

*Substitutions: Associate degree may substitute for two years of specialized experience; bachelor's degree may substitute for four years of specialized experience; master's degree may substitute for five years of specialized experience; JD may substitute for six years of specialized experience.

Supervising Lottery Marketing Representative

Promotion: one year of permanent competitive service as a Lottery Marketing Representative 1.

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 the work that might be appropriately performed by a class. The minimum qualifications above are those required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum requirements for appointment or examination.

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