

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

Classification Standard

***Occ. Code 2873850***

**Director Lottery Marketing & Sales, M-5**

Brief Description of Class

Director Lottery Marketing & Sales directs statewide Lottery marketing and sales programs at the New York State Gaming Commission.

Distinguishing Characteristics

One-position class; managerial level; under the general direction of the Director, Division of Lottery, directs marketing and sales, prioritizes efforts and creates policies, and leads the strategic direction of Lottery marketing and sales programs to align with the Lottery's overarching strategic direction, including consumer engagement, brand development, product development and innovation, sales and distribution, retail and corporate initiatives, web/mobile/interactive activities, environmental scanning, emerging technologies, analytics and product and consumer research programs.

Related Classes

Director Lottery Games Operations directs statewide Lottery operations at the New York State Gaming Commission.

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

Lottery Sales Manager prepares Lottery statewide sales plan and assists with game development plan at the New York State Gaming Commission.

Illustrative Duties

Establishes short and long term strategic marketing and sales plans; directs all marketing and sales activities; manages the marketing and sales budget; develops and implements customer engagement, acquisition and retention strategies; evolves brand and builds brand equity; ensures continued development and positioning of existing

Lottery games and leads new product innovation; creates effective sales strategies and leads development and implementation of associated sales tools; establishes sales force training programs; defines retail and corporate/key account strategies; designs effective event, sponsorship and promotional strategies; leads the development of integrated campaigns; leads consumer and product research initiatives; monitors consumer behaviors and use of emerging technologies; oversees vendor partners and contract compliance; analyzes sales, customer, campaign, product, promotions, events, media and other marketing and sales efforts and return on investment; performs the full range of supervisory duties.

### Minimum Qualifications

Open Competitive: a bachelor's degree in Marketing, Advertising, Mass Communications or Business Administration and eight years in marketing, advertising and sales that included product development, retail field sales operations, marketing communications, advertising and market research, including three years of the qualifying experience at a managerial level. A master's degree may substitute for one year of the general 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: 4/2019

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