

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

DIVISION OF CLASSIFICATION & COMPENSATION

Classification Standard

**Occ. Code 2239100**

**Lottery Advertising Supervisor, Grade 25 2239100**  
**Lottery Advertising Supervisor (Digital), Grade 25 2239110**

## Brief Description of Class Series

Lottery Advertising Supervisors administer contracts with the Division of the Lottery's media partners to implement the New York State's lottery advertising program. at the New York State Gaming Commission.

## Distinguishing Characteristics

*Lottery Advertising Supervisor:* under the general direction of the Director Lottery Advertising, administers the advertising and marketing communication program for the Division of the Lottery; supervises contracts and relationship with Lottery's media and advertising partners and supervises advertising staff.

*Lottery Advertising Supervisor (Digital):* under the general direction of the Director Lottery Advertising, administers digital engagement activities for the Division of the Lottery such as player rewards programs, mobile app, and customer and retailer websites. This position is in the non-competitive class and supervises advertising staff.

## Related Classes

Director Lottery Advertising, under the general direction of the Director Lottery Marketing, manages the agency's mixed multi-media communication program. The incumbent directs mass communications for each Division of the Lottery's products, explaining various games changes, special player bonuses, and promotions.

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 Regional Lottery Office. Incumbents are responsible for overseeing the administration of lottery marketing and sales.

## Illustrative Duties

*Lottery Advertising Supervisor:* recommends Statewide broadcast, print, and digital media plans and review all plans to evaluate effectiveness; implements the agency's sales and marketing advertising strategies with contract media and advertising partners; reviews the creative development and production process for television, radio, print, out-of-home, and digital advertising point of sale materials; reviews and analyzes market research to inform the agency's advertising decisions; provides feedback on the implementation of the Division of the Lottery's social media marketing communications; advise and communicates to staff and management on the status of various advertising and promotional initiatives; administers the advertising budget to ensure that services are tracked and billed according to the advertising and marketing contracts; and supervises Lottery Marketing Specialists and advertising staff.

*Lottery Advertising Supervisor (Digital):* administers the Division of the Lottery's digital marketing programs, including consumer and retailer websites, mobile applications, and digital customer loyalty programs; supervises digital marketing program delivery with advertising and media agency digital teams; guides digital creative development, media planning and buying; participates in the development of campaign creative briefs, research and testing plans and works with advertising and media partners on product launch; administers the digital advertising budget to ensure that services are tracked and billed according to the advertising and marketing contracts; and supervises Lottery Marketing Specialists and advertising staff.

### Minimum Qualifications

#### *Lottery Advertising Supervisor*

Open Competitive: a bachelor's degree AND four years of marketing and/or advertising management experience. Three years of the experience must have been in managing an advertising account with an annual budget of at least 4 million dollars.

#### *Lottery Advertising Supervisor (Digital)*

Non-Competitive: Bachelor's degree in marketing, communications, business, information technology or a related-field AND four years of experience in direct and/or digital marketing.

**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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