

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

Tentative Classification Standard

Occ. Code 1792350

Manager Lottery Retail Operations, M-2

Brief Description of Class

Manager Lottery Retail Operations plans agency sales strategies and priorities to maximize the New York State Lottery's brand and enhance its retail sales activities at the Division of the Lottery, New York State Gaming Commission.

Distinguishing Characteristics

Manager Lottery Retail Operations: one-position class; under the general direction of the Director Lottery Marketing & Sales, ensures uniform treatment of lottery sales, marketing, and advertising efforts statewide with the advertising unit, sales unit, and Lottery Regional Directors; supervises the Corporate Accounts Manager and Sales Program Coordinator, and other sales staff.

Related Classes

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.

Lottery Regional Directors 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, sales, and security programs.

Illustrative Duties

Establishes and aligns sales priorities with strategic direction and ensures priorities are successfully communicated, executed, measured, and reported.

Conducts analysis of sales and retailer market conditions and recommends strategies to improve Lottery sales.

Oversees the corporate retail sales program, providing direction to the corporate staff, updating policies and procedures for corporate chain locations, setting reporting standards, overseeing recruitment efforts and implementing efficiency improvements.

Leads the development of retail optimization efforts and ensures field staff and retailers implement industry best practices.

In conjunction with the Lottery Regional Director(s), establishes the statewide retailer sales call standards/expectations and the categorizations of retailer sales calls.

Monitors field staff activity, identifies staff development and training needs and ensures training is obtained.

Oversees retail equipment and Point-of-Sale distribution programs, including establishing guidelines, development of merchandising equipment and collateral, and budget oversight.

Maintains content in both the field staff and retailer web portals, including reports, document libraries, and digital point of sale materials.

Performs the full range of supervisory duties.

Minimum Qualifications

Open Competitive: nine years of sales experience as an account manager or account supervisor, two years of which must include direct supervision of staff.

*Substitutions: An associate degree can substitute for two years of general experience; bachelor's degree for four years of experience; master's degree or juris doctorate for five years; and doctorate for six years of 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: 6/2026

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