

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

Tentative Classification Standard

Occ. Code 2255600

Lottery Marketing Specialist, Grade 18 2255600
Senior Lottery Marketing Specialist, Grade 23 2255800

Brief Description of Class Series

Lottery Marketing Specialists implement, evaluate, and promote the State's lottery sales program. Positions work on programs associated with lottery corporate account business and regional media promotions and development. Lottery Marketing Specialists ensure targeted regional lottery sales goals are met and lottery programs are further enhanced and developed to support additional growth.

The positions are only classified at the New York State Gaming Commission.

Distinguishing Characteristics

Lottery Marketing Specialist: full performance level; promotes marketing and sales of lottery products within a given region in either corporate account business development or regional media promotions. The positions report to higher level staff in an assigned region.

Senior Lottery Marketing Specialist: advanced performance level; under higher level lottery marketing staff, the positions coordinate regional field service marketing activities performed by Lottery Marketing Specialists, or work with media and retail sales agents to ensure the success of lottery marketing and promotion events. The positions do not directly supervise staff.

Related Classes

Lottery Marketing Representatives 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.

Illustrative Tasks

Lottery Marketing Specialist

Assists regional sales staff and clients in developing and maintaining lottery sales market.

Maintains existing relationships with lottery retailers and develops new corporate account sales opportunities by presenting program marketing and potential revenues.

Designs, develops, executes and measures corresponding sales related to marketing and media promotions.

Monitors and records corporate account information on lottery program by individual stores, regions, and game type.

Identifies and corrects sales areas with underachieving markets.

Assists with developing a promotion plan when planning or developing a lottery event.

Develops promotional materials, props, and brochures, and develops and oversees promotional giveaways.

Negotiates and arranges promotion sites and media coverage and participation in the event.

Issues press releases to local media and develops special regional cooperative promotional events.

Senior Lottery Marketing Specialist

Develops lottery product development plans to translate marketing goals to sales.

Ensures all marketing and sales activities are consistent with governing laws and agency procedures.

Coordinates with regional management and field staff to optimize execution of regional lottery sales goals.

Coordinates with lottery management and field staff to address product shipment delays, equipment preventative maintenance issues, and concerns brought to attention of lottery sales staff by retail and corporate partners.

Provides status reports and feedback to lottery management on status of regional sales initiatives and marketing efforts to determine their effectiveness.

Assists higher level marketing staff in developing lottery sales training for staff.

Reviews and provides direction for consistent regional marketing, promotion, and creative development and execution.

Designs, plans, coordinates, and executes special marketing events.

Establishes strategic alliances with promotional partners.

Minimum Qualifications

Lottery Marketing Specialist

Promotion: one year of permanent competitive service as a Lottery Marketing Representative 1 or Lottery Marketing Representative 2.

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; J.D. may substitute for six years of specialized experience.

Senior Lottery Marketing Specialist

Promotion: one year of permanent competitive service as a Lottery Marketing Specialist

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.

Date: 8/2026

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