

STATE OF NEBRASKA CLASS SPECIFICATION
REVENUE LOTTERY MARKETING MANAGER

EST: 03/93 - REV: 11/10
CLASS CODE: G29790

DESCRIPTION: Under administrative direction, plans, directs, and coordinates the game planning and analysis and marketing strategy for the Nebraska Lottery; oversees the development and implementation of the marketing strategy by vendors and Lottery staff; oversees retailer relations and all media and public relations pertaining to the Lottery; performs related work as assigned.

DISTINGUISHING CHARACTERISTICS:

This is a single position class responsible for extensive marketing activities for the Department of Revenue, Lottery Division.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Responsible for planning, directing and coordinating the marketing strategy for the Nebraska Lottery including promotional activity, game design, market research, vendor, retailer and beneficiary fund relations and public relations.

Oversees the development and implementation of products and marketing strategies by vendors contracting with the Lottery Division.

Monitors and analyzes the results of all Nebraska Lottery marketing strategies to by measuring results against established goals to determine marketing success.

Oversees ticket and game design, manufacturing, distribution and sales, and promotional activities as they relate to the marketing function of the Lottery.

Evaluates and determines disposition of new and/or revised rules or procedures recommended by agency staff or representatives of other organizations to assess the impact of the proposals on the administrative and/or program systems and to ensure each proposal responds to agency needs and is consistent with state and/or federal laws.

Confers with and advises management to exchange information and/or to explain objectives and policy, to identify characteristics and impact of work opportunities and problems and to formulate solutions.

Evaluates the performance of subordinate staff to measure results against established standards and goals.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED: (These are needed at entry level to perform the work assigned.)

Knowledge of: principles and practices of administration including planning, organizing, staffing, budgeting and controlling; personnel management practices; principles and techniques of marketing, advertising and sales; marketing and advertising industry resources.

Skill in: developing and/or executing a business or marketing plan; product or promotion planning; identification and development of marketing partnerships; and allocation of marketing and advertising resources.

G29790 – REVENUE LOTTERY MARKETING MANAGER (continued)

Ability to: effectively communicate with administration, staff and contract personnel; motivate, coordinate and direct the work of professional staff; assess the effectiveness and correctness of management programs; develop and evaluate proposals of administrative action for solving operational and technical problems; interact with and gain the cooperation of managers, other employees, affected constituencies, and the public to maintain effective working relationships; achieve objectives and adhere to standards; plan and prioritize work.

MINIMUM QUALIFICATIONS: (Applicants will be screened for possession of these qualifications. Applicants who need accommodation in the selection process should request this in advance.)

Bachelor's degree in marketing, advertising, communications, graphical design, business administration, or related field and five years of progressively responsible professional marketing experience in areas such as consumer goods, entertainment, wholesale or retail sales, and which includes leading and/or supervising others; experience can be substituted for education on a year for year basis.

SPECIAL NOTE:

State agencies are responsible to evaluate each of their positions to determine their individual overtime eligibility status as required by the Fair Labor Standards Act (FLSA).