

REVENUE LOTTERY PRODUCTS MANAGER

DESCRIPTION: Under limited supervision, develops multiple Nebraska Revenue Lottery product lines and their positioning in the product mix to maximize lottery revenues; coordinates and evaluates the work of contract game manufacturers; develops surveys, coordinates the work of private research groups and analyzes data to evaluate lottery gaming products and determine success of products; performs related work as assigned.

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.)

Manages development of new games, multiple product lines and marketing strategies to introduce lottery products into the market.

Manages game development including game schedule, play action, prize structure, artwork, completion and analysis of working papers, and press approval for each instant game.

Manages development, interpretation and implementation of overall game objectives.

Manages development and analysis of market research including objectives, design, interpretation of results and recommended course of action.

Manages development of game promotions including development of proposals, evaluation of proposals, coordination of contractor work, coordination of Lottery Division resources, follow up of promotion activities and analysis of promotion results.

Establishes working relationship with contractors to cultivate and finalized game design, play action, prize structures, and working papers within deadlines; evaluates products developed and produced by contractors to ensure conformance with policies, work papers and contracts.

Monitors sales and product inventory to assure adequate inventory of products over the course of the product calendar year.

FULL PERFORMANCE KNOWLEDGES, ABILITIES, AND SKILLS REQUIRED: (These may be acquired on the job and are needed to perform the work assigned.)

Knowledge of: the Revenue Lottery organizational structure, mission and activities; available lottery gaming products; lottery law, lottery rules and regulations as they pertain to the development, marketing and marketing mix of lottery games.

Ability to: understand and support management goals as they affect short and long range objectives; measure merits of game designs; represent the Lottery within and outside of the organization to gain support of Lottery goals and objectives; advocate administrative management policies; assess the effectiveness of Lottery marketing programs and evaluate their correctness in terms of policy and statute.

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ENTRY KNOWLEDGES, ABILITIES, AND SKILLS REQUIRED: (Applicants will be screened for possession of these through written, oral, performance, and/or other evaluations.)

Knowledge of: principles, practices and techniques of lottery product development, product mix and marketing; characteristics of successful lottery game products; and methods of measuring the success of lottery games.

Ability to: make sound judgments about the merits of various lottery games, marketing and marketing mix; work independently and under deadlines; direct the work of contracted professional staff; analyze organizational and operational problems and develop timely and economical solutions; plan, establish, and communicate priorities; achieve objectives and adhere to standards; interact with and gain the cooperation of others to maintain effective working relationships; communicate with agency management, staff and the public.

JOB PREPARATION GUIDELINES: (Entry knowledge, abilities, and/or skills may be acquired through, BUT ARE NOT LIMITED TO, the following coursework/training and/or experience.)

Any combination of training and/or experience that will enable the incumbent to possess the required entry knowledge and abilities. A general qualification guideline would include coursework/training in marketing and market research plus lottery product development experience.