

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼
HUMAN RESOURCES ENTERPRISE

LOTTERY COMMUNICATIONS COORDINATOR

DEFINITION

Plans, develops, manages and coordinates the statewide multi-media advertising and information programs of the State Lottery; performs related work as required.

The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

WORK EXAMPLES

Confers with officials of the Lottery and the advertising agency to outline new policies and sales promotion campaigns; oversees the materials produced by the advertising agency.

Reviews and approves newspaper, radio, television, billboard and other media advertising before it is released; reviews rates charged to assure that they are within those allowable in the advertising contract.

Authorizes and prepares information for release and publication such as interviews, speeches, news items and work of the Lottery.

Consults with the advertising agency in developing ideas and themes for new games and the related advertising and promotion materials; writes copy and prepares layouts as required.

Initiates and oversees all creative production including preparation and evaluation of Requests for Proposals and production of commercials; identifies commercial shooting sites and participates in the commercial editing process.

Ensures commercial advertising is within standards established by the Commissioner.

Determines with the Marketing Division what types and how much point of sale advertising and promotional material should be sent to the regional offices to be distributed to retailers.

Makes budget recommendations for publicity, advertising, materials, supplies and necessary equipment and tracks overall marketing expenditures, so as not to exceed spending limits.

Oversees the work of other staff assigned in the advertising and information programs of the department by instructing staff about tasks, answering questions about procedures and policies, distributing and balancing the workload and checking work; may make suggestions on appointments, promotions, and reassignments.

COMPETENCIES REQUIRED

Knowledge of effective advertising methods, principles and practices.

Knowledge of the various methods used in the production of written, graphic, print, video, and audio material.

Knowledge of effective fiscal management of advertising costs.

Knowledge of English composition, grammar and punctuation.

Ability to develop a general knowledge and understanding of departmental programs, policies and objectives.

Ability to comprehend and attain a working knowledge of agency functions and organization.

Ability to provide administrative and technical direction to other staff.

Ability to use imagination and creativity in developing ideas and materials to increase sales.

Ability to evaluate the potential of written, illustrations, photographs, audio, visual and related materials.

Displays high standards of ethical conduct. Exhibits honesty and integrity. Refrains from theft-related, dishonest or unethical behavior.

Works and communicates with internal and external clients and customers to meet their needs in a polite, courteous, and cooperative manner. Committed to quality service.

Displays a high level of initiative, effort and commitment towards completing assignments efficiently. Works with minimal supervision. Demonstrates responsible behavior and attention to detail.

Responds appropriately to supervision. Makes an effort to follow policy and cooperate with supervisors.

Aligns behavior with the needs, priorities and goals of the organization.

Encourages and facilitates cooperation, pride, trust, and group identity. Fosters commitment and team spirit.

Expresses information to individuals or groups effectively, taking into account the audience and nature of the information. Listens to others and responds appropriately.

EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS

Graduation from an accredited college or university with major course work in advertising, marketing, and communicative arts and experience equal to five years of full-time work in an advertising agency or a corporate advertising service function;

OR

an equivalent or a combination of education and experience totaling nine years, substituting one year of required full-time employment for each year of the required education.

Effective Date: 3/01 VA