

Iowa Department of Administrative Services – Human Resources Enterprise
Job Classification Description

Lottery Chief Revenue Officer

Definition

As a member of the executive management team, supervises and leads the Iowa Lottery Authority's Revenue Division, overseeing the Iowa Lottery's business development and sales strategy and objectives, including collaborating on, developing, and executing integrated sales initiatives as well as identifying new opportunities to generate revenue; performs related work as required.

The work examples and competencies listed below are for illustrative purposes only and not intended to be the primary basis for position classification decisions.

Work Examples

Supervises and evaluates the work of subordinates; recommends personnel actions related to selection, disciplinary procedures, performance, leaves, grievances, work schedules, and assignments; administers personnel policies and procedures.

Develop and execute revenue growth strategies with the executive management team and board of directors.

Establishes and manages adherence to performance metrics and processes such as: lead generation, prospecting, sales pipeline, sales processes, evaluation of technology solutions, customer relationship management, consultative selling skills, and market development.

Develop and execute accountability and performance metrics for sales and marketing personnel.

Develop and execute appropriate incentive-based compensation and internal promotions based upon accountability and performance metrics.

Gather, analyze, and compile data needed to identify trends and patterns and make recommendations for business actions.

Lead strategic and business unit planning to develop reasonable and thorough revenue projections for annual budgets and multi-year projections. Leverage relationships with third-party vendors to develop a range of revenue forecasts.

Create and manage standardized outreach for current and future retail licensees; coordinates implementation across sales channels, customer management, and marketing communications.

Develop and implement sales management processes: pipeline, account planning, and proposals.

Develop and execute "go-to-market" strategies for new products, retail partners, and/or product distribution channels.

Grow, train, and manage a geographically dispersed sales team, including developing sales strategies and matrixes for analyzing sales performance.

Establish and maintain relationships with key retail industry C-level executives and nationwide senior lottery industry colleagues.

Delivers presentations at public board of director meetings, industry trade conferences or panels, and related forums; participates in quarterly meetings of the Iowa Lottery Board.

Work with internal and external auditors to ensure compliance with enterprise security and fiscal controls.

Develop and execute strategies for professional development and skills training for sales and marketing personnel.

Manage and oversee third-party vendor relationships, including participation in procurement and public request-for-proposal processes.

Oversee the implementation of the Lottery's customer relationship management program.

Competencies Required

Knowledge:

- Administration and Management – Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Sales and Marketing – Principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Customer Service – Principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Economics and Accounting – Economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.
- Communications and Media – Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- English Language – The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

Abilities:

- Written Expression – Communicate information and ideas in writing so others will understand.
- Written Comprehension – Read and understand information and ideas presented in writing.
- Deductive Reasoning – Apply general rules to specific problems to produce answers that make sense.
- Inductive Reasoning – Combine pieces of information to form general rules or conclusions.
- Problem Sensitivity – Tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Skills:

- Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

- Critical Thinking – Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Social Perceptiveness – Being aware of others' reactions and understanding why they react as they do.
- Persuasion – Persuading others to change their minds or behavior.
- Monitoring – Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- Speaking – Talking to others to convey information effectively.
- Writing – Communicating effectively in writing as appropriate for the needs of the audience.
- Judgment and Decision Making – Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Complex Problem Solving – Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Minimum Qualification Requirements

Graduation from an accredited four-year college or university with a degree in any field, and experience equal to seven years of full-time work in professional sales and management, including all aspects of sales leadership and motivation, and the use of data analytics in monitoring and evaluating sales teams.

Notes

This position is appointed by the Lottery's Chief Executive Officer and approved by the Iowa Lottery Authority's Board of Directors. This position requires a full background investigation at the outset, subject to periodic review for currency. Employment status is subject to satisfying any and all security requirements specified by the Iowa Lottery Authority.

Effective date: 02/22 SA