

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

Lottery Director, Marketing and Advertising

Definition

Supervises the Iowa Lottery Authority's Marketing and Advertising Bureau; oversees market planning, advertising, promotional activity, strategy, policy development, and budget; implements marketing communication activities; participates in the game development process; 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.

Works closely with the Chief Revenue Officer and Director of Sales and Retail Services to ensure marketing and advertising efforts align with sales objectives; reviews retailer materials/newsletters and other game-related items; evaluates agency and vendor presentations; establishes performance standards for marketing and advertising bureau and provides support.

Performs strategic marketing planning, policy development, and implementation; defines marketing and advertising bureau goals and coordinates with the sales and retail services bureau; acts in a liaison role with the Chief Revenue Officer to support and formulate sales, revenue, and expenditure forecasts.

Directs internal development of advertising, media placement, promotional programs and materials, research, publications, and printing of materials in support of the sale of lottery products; manages, monitors, and advises Chief Revenue Officer on marketing and advertising budgets; maintains records regarding marketing expenditures and tracks production expenditures by project.

Implements marketing communication activities (i.e., advertising, media buying, publication editing and production, media relations, website development, customer relations management tools, promotions, and research) and coordinates with the sales and retail services bureau.

Oversees creative development of advertising, print, digital, and point-of-sale campaigns in coordination with outside advertising agencies; reviews/approves scripts, production of radio/television/streaming/digital programming broadcast programming; and reviews rules for games/promotions.

Evaluates the effectiveness of marketing programs; studies/investigates the operations of other state lotteries and advises the Chief Revenue Officer and/or Chief Executive Officer of findings that may impact revenue; maintains contact with other state lotteries and related lottery vendors; represents the lottery as a speaker at regional and national professional development conferences.

Participates in overall enterprise policy-making decisions. Participates in major agency procurements including advertising placement, advertising creative, and marketing database agency services.

Participates in the game development process for instant-scratch, pull-tab, and Instaplay games, including, but not limited to, development of new games, approval of game concepts, design and working papers, oversight of promotional prize fulfillment, and coordination of game launch schedules.

Participates in the annual market/player research initiative in cooperation with the central gaming system vendor.

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 services, including customer needs assessment, meeting quality standards for services, and evaluating customer satisfaction.
- 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.
- Personnel and Human Resources – Principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
- 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 marketing and/or advertising management.

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: 03/22 SA