

IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼  
HUMAN RESOURCES ENTERPRISE

## LOTTERY DIRECTOR OF RETAIL SERVICES

---

---

### DEFINITION

Responsible for managing the implementation and execution of the Iowa Lottery Authority (ILA) strategic sales plan; performs related work as assigned.

**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

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

Manages the distribution of product and promotional materials; responsible for retailer relations, key account management, recruitment and sales promotion.

Monitors and approves budgets and employee expenses.

Establishes goals for the sales department; acts in a liaison role with senior management to formulate sales forecasts; advises senior management of findings that may impact revenue.

Attends regional office staff meetings; ensures effective communication between all Lottery departments and the field sales staff.

Coordinates sales calls with Regional Managers and Sales Representatives at lottery retail locations.

Advises in development and implementation of products, advertising, promotions, research and communications to increase sales; directs coordination between the sales department and other departments of the Lottery.

Evaluates the effectiveness of marketing programs in the retail environment; identifies new business opportunities.

Maintains contact with other state lotteries and supporting vendors; studies and investigates the sales and distribution operations of other state lotteries; presents findings and recommendations to senior management.

### COMPETENCIES REQUIRED

Knowledge of the principles and practices of supervision.

Knowledge of the lottery industry.

Knowledge of sales and marketing goals/strategies to meet sales objectives.

Knowledge of effective retailer recruitment and compensation.

Skill in resolving retailer corporate management concerns.

---

---

Skill in the development of new marketing strategies and gaming products.

Skill in the use of various computer software applications including word processing and spreadsheets.

Knowledge of government procurement procedures.

Skill in the use of sales motivation strategies.

Ability to identify emerging issues, including but not limited to knowledge of worldwide lottery industry issues and to communicate them to internal and external staff clients and customers.

Skill in gaining widespread acceptance of lottery products.

Ability to develop/implement strategic plans.

Ability to represent the lottery at various agency/interagency committees.

Displays high standards of ethical conduct. Refrains from dishonest behavior.

Works and communicates with all clients and customers providing polite, quality professional service.

Displays a high level of initiative, effort, attention to detail and commitment by completing assignments efficiently with minimal supervision.

Follows policy, cooperates with supervisors and aligns behavior with the goals of the organization.

Fosters and facilitates cooperation, pride, trust, group identity and team spirit throughout the organization.

Exchanges information with individuals or groups effectively by listening and responding appropriately.

#### **EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS**

Graduation from an accredited college or university with a Bachelor's degree in Business Administration, Sales, Marketing or a related field;

OR

an equivalent combination of experience and education substituting 30 semester hours of accredited post high school education for one year of experience to a maximum substitution of 4 years;

OR

high school diploma or GED equivalent with six years full-time experience in route sales.

#### **SPECIAL REQUIREMENTS**

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.

**NOTE**

Positions in this class are exempt from the screening and referral requirements of the Iowa Department of Administrative Services – Human Resources Enterprise. Apply directly to the Iowa Lottery Authority.

This position is exempt from State of Iowa merit employment provisions and serves at the joint pleasure of the CEO and Iowa Lottery Board.

Effective Date:           12/11 BR