

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

## Lottery Director, Sales and Retail Services

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### Definition

Supervises the Iowa Lottery Authority's Sales and Retail Services Bureau; manages the implementation and execution of the Lottery's strategic sales plan; 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.

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 and Retail Services Bureau; 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 divisions 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 and Retail Services Bureau and other divisions 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:

- 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.

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- 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**

Applicants must meet at least one of the following minimum requirements to qualify for positions in this job classification:

- 1) Graduation from an accredited four-year college or university with a degree in business administration, sales, marketing, or a related field.
- 2) Graduation from high school, GED, or equivalency, and four years of full-time work experience in route sales.
- 3) A total of four years of education and/or full-time experience, where thirty semester hours of accredited college or university coursework in business administration, sales, marketing, or a related field equals one year of full-time experience in route sales.

### **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*