

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

Lottery Regional Sales Manager

Definition

Plans, directs, coordinates, and supervises staff in the promotion, marketing, sales, and accountability of lottery products in a designated region of the state; 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.

Organizes, plans, directs, coordinates, and manages the lottery marketing and sales programs and staff activities in a designated geographical region of the state; devises, develops, and recommends promotional programs to achieve sales goals and objectives, including expanding market opportunities, and other new approaches to increase ticket sales.

Travels to sales outlets to study and assess operations and to ensure enforcement of lottery rules, regulations, and policies; provides assistance and advice to subordinate staff encountering unusual or controversial sales or accountability problems; resolves reconciliation differences between licensed retailers and the central office; ensures ticket reconciliations and sees account receivable and collection procedures are finalized efficiently and in a timely manner.

Conducts and/or directs subordinate staff in conducting surveys and studies to determine the effectiveness of lottery marketing programs and sales techniques, marketing trends, sales patterns, and new program feasibility; evaluates data related to marketing conditions and trends; recommends changes in new programs predicated on findings.

Prepares or directs the compilation and preparation of informational, statistical, and accountability reports for management regarding lottery ticket sales and returns, staff recruitment and turnover, monies collected, operational costs, etc.; reviews and approves accountability and sales activity reports submitted by subordinate field staff.

Competencies Required

Knowledge:

- 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.
- 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.

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- Customer Service – Principles and processes for providing customer services, including customer needs assessment, meeting quality standards for services, and evaluating customer satisfaction.
 - English Language – The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
 - Personnel and Human Resources – Principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
 - Basic Arithmetic – Addition, subtraction, multiplication, and division.

Abilities:

- Oral Comprehension – Listen to and understand information and ideas presented through spoken words and sentences.
- Oral Expression – Communicate information and ideas in speaking so others will understand.
- 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.
- Speech Recognition – Identify and understand the speech of another person.
- 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.
- Complex Problem Solving – Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Coordination – Adjusting actions in relation to others' actions.
- Monitoring – Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- Judgment and Decision Making – Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Persuasion – Persuading others to change their minds or behavior.
- Social Perceptiveness – Being aware of others' reactions and understanding why they react as they do.
- Reading Comprehension – Understanding written sentences and paragraphs in work related documents.
- Management of Personnel Resources – Motivating, developing, and directing people as they work, identifying the best people for the job.

Minimum Qualification Requirements

Two years of full-time work experience in product sales/promotion as a manufacturer's representative or route sales person, including the servicing of existing customers or the direct solicitation of potential customers for the purpose of convincing them to purchase the product or service (e.g., consumer products, business products, equipment, or services). Retail sales experience in a grocery, convenience, or department store, restaurant, or other enterprise is not considered as qualifying experience.

Notes

Employees in this class must possess a valid driver's license.

Employees in this class normally reside local to the office where they work.

Effective date: 12/18 WSM