

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

Lottery Vice President, Sales and Marketing

Definition

Supervises the Iowa Lottery Authority's sales and marketing divisions; oversees market planning, strategy, policy development, and budget; implements marketing communication activities; oversees new retailer recruitment, development of sales goals, sales strategy, and training for sales staff; 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.

Develops, reviews, and implements agency sales initiatives; reviews retailer materials/newsletters and other game-related items; evaluates agency presentations when briefing elected officials or corporate account management; sets sales goals/performance standards and provides support.

Provides oversight for sales teams, regional office staff, and warehouse operations. Provides oversight of product ordering, receipt, warehousing, and distribution.

Performs strategic marketing planning, policy development, and implementation; defines marketing division goals and coordinates with sales division; acts in a liaison role with senior management to formulate sales, revenue, and expenditure forecasts.

Directs internal development and production of lottery products, advertising, media placement, promotional programs and materials, research, publications, and printing of instant and pull-tab tickets; manages, monitors, and approves marketing/advertising budgets.

Implements marketing communication activities (i.e., product development, advertising, media buying, publication editing and production, media relations, website development, promotions, and research) and coordinates with leaders of the sales team.

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

Oversees development/implementation of products, advertising, promotions, research, communications, game designs, and prize structures; presents findings and future marketing plans to CEO; identifies new business opportunities and develops/implements plans for product, advertising, promotions, and communication.

Evaluates the effectiveness of marketing programs; studies/investigates the operations of other state lotteries and advises on findings that may impact revenue; maintains contact with other state lotteries/supporting vendors and represents the lottery as a speaker at regional and national conferences.

Participates in overall agency policy-making decisions. Participates in major agency procurements including advertising agency services, instant and pull-tab printing, and vending products.

Serves as a liaison to retailer customers. Serves as a contact for inquiries, complaints, and requests from the public; serves as a backup spokesperson for press inquiries.

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

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

- 1) Graduation from an accredited college or university with an advanced degree in law or business administration.
- 2) 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 a senior management capacity in the lottery gaming industry or in a recognized lottery administrative support area (e.g., law, finance, data processing, sales, or marketing).

Notes

This position is exempt from State of Iowa merit employment provisions and serves at the joint pleasure of the Lottery’s Chief Executive Officer and the Iowa Lottery Authority Board.

Effective date: 05/18 SA