

**IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼**  
**HUMAN RESOURCES ENTERPRISE**

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**LOTTERY VICE PRESIDENT, EXTERNAL RELATIONS**

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**DEFINITION**

Develops/implements Lottery's internal and external communications program; acts as the Lottery's chief spokesperson in media/public relations; represents the Authority with the Iowa Legislature, Governor's Office, state agencies, and members of the board's authority; performs related work as required.

**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 Information Specialists and employees engaged in internal and external relations; effectively recommends personnel actions related to selection, disciplinary procedures, performance, leaves of absence, grievances, work schedules and assignments, and administers personnel and related policies and procedures.

Establishes/implements department's internal communications strategies and ensures that all employees are apprised of lottery activities/strategies; reviews/approves weekly internal newsletters to employees and authors other department-wide announcements/updates; analyzes and interprets periodicals, journals, and government regulations for internal/external customers.

Develops/implements the department's legislative agenda; authors/files appropriate legislation, guides all such legislation through the legislative process to become law and acts as the lottery's legislative liaison with legislators, state agency representatives and the Governor's Office; analyzes proposed and established legislation, advises department leadership, legislators and makes recommendations as to acceptable courses of action.

Represents the Lottery at all Governor's Office meetings for Legislative Liaisons and Public Information Officers, establishing and maintaining effective communications with state government representatives.

Attends Lottery board meetings and advises on legislative, public relations, media relations and activities on behalf of the department; directs the board's action where needed in those areas.

Creates, implements and oversees public relations efforts to enhance Iowa Lottery sales; oversees external communications efforts to address all inquiries from the general public and industry representatives; and writes speeches, prepares presentations, and makes speaking appearances on behalf of the Iowa Lottery.

Authorizes news releases; oversees department media relations on behalf of the Iowa Lottery; develops media campaigns about all facets of Lottery activities, including proceeds totals to the state, game introductions, new product development and unclaimed prizes.

Serves as spokesperson for media interviews; conducts interviews and issues news releases to implement public relations program efforts, enhance sales and generate publicity about lottery winners.

Examines newspapers, broadcast reports and Internet web sites for articles and editorial comment related to the Iowa Lottery and distributes the results to lottery staffers.

Oversees and implements lottery internal communications strategies; reviews and approves weekly internal newsletters to employees; and authors other authority-wide announcements and updates.

Develops, reviews and establishes criteria for major procurements and participates in the evaluation of the resulting proposals.

Develops, reviews and designs new lottery games including policies, procedures and operational approaches associated with the execution of the game.

Reviews and evaluates advertising concepts to enhance Iowa Lottery sales; reviews proposed advertising

scripts to analyze the effectiveness of the creative message and ensure that the dignity of the state is maintained; reviews incoming advertising and promotional solicitations and make recommendations.

Attends industry conferences, trade shows, and visits other lotteries; monitors industry publications to learn of industry-wide advances and developments; and develops networking contacts with peers from other lotteries.

Maintains on-call status at all times to provide direction in the event of a lottery-related emergency or major development; and serves as a team leader in the disaster recovery process.

Serves as the lottery's chief liaison on the Amber Alert team and directs/implements lottery participation in the program; reviews each alert issued to analyze its effectiveness to enhance future efforts.

### **COMPETENCIES REQUIRED**

Knowledge of effective public relations methods, principles and practices.

Knowledge of the various methods used in the production of written and graphic material.

Knowledge of the processes used by the Legislature to enact legislation.

Knowledge of English composition, grammar and punctuation.

Knowledge of accounting principles.

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

Skill in the operation of various sound and picture reproduction apparatus used in the preparation of materials.

Skill in effective legislative liaison work.

Skill in the use of the media to promote a specific message or multiple messages.

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.

Ability to write reports, business correspondence, and procedure manuals.

Ability to develop a comprehensive understanding of department objectives, programs, policies, and functions.

Ability to guide others in the preparation of informational materials.

Ability to develop rapport and good working relationships with news media representatives, employees, officials, special interest groups and the general public. Ability to articulate the Lottery's message and answer questions before the media, groups of managers, clients, customers, and the general public.

Ability to initiate a communications campaign and bring it to a successful conclusion.

Ability to hold persuasive discussions with, and make effective presentations before, influential public and private personnel. Ability to effectively represent the Lottery on controversial issues.

Ability to express and present oneself clearly and concisely to meet the needs of the audience served.

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Ability to evaluate the public information potential of written material, illustrations, photographs and related material.

Ability to define problems, collect data, establish facts and draw valid conclusions.

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

Works and communicates with all clients and customers providing 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 four-year college or university with a Bachelor's degree in communications, journalism or a related field and experience equal to five years of full-time work or training as a news reporter in broadcast or print medium with basic knowledge of public information functions.

**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.

Effective Date: 10/12 BR