

Duty Statement

Sales and Marketing Division

Scratchers® Inventory Management Center

Lottery Ticket Sales Specialist

358-726-9078-915

Under the general supervision of the Lottery Ticket Sales Supervisor, the Lottery Ticket Sales Specialist is responsible for developing Scratchers® ticket orders to meet the prescribed sales projections for an assigned group of retailers daily.

**A. Essential Functions**

30% Manage the Scratchers® ticket inventory for retailers within an assigned territory. This is done by researching, compiling, and evaluating a variety of information such as sales data/trends contained in a computer database and various reports; reviewing play styles and prize points of games in each location, retailer demographics; and assessing the impact promotional events will have on ticket sales. From this information, the LTSS determines the appropriate amount and mix of Scratchers® tickets games to be ordered for each retailer within the assigned territory to last until the next normal order day. Review any additional individual retailer location activity that may have an impact on Scratchers® ticket inventory and/or sales.

25% Place orders at designated times and appropriately document each order by entering information into a computer terminal and verify all computer entries to ensure orders are properly keyed. Keeping all pertinent retailer information up to date in the computer database. Make outbound calls to gain retailer order acceptance and motivate retailer to confirm and activate tickets and verify retailer information.

20% Review inventory sales reports for each retailer for variety and adequate Scratchers inventory to meet CSL sales goals and resolve in a manner which provides a variety and sufficient Scratchers inventory to meet CSL sales goals. Make outbound calls to help retailers and Lottery reach sales goals by making suggestions and or recommendations of products and price points. Keep retailers informed of pertinent information such as new games, game features, sales promotional events, sales campaigns.

15% Work with District Sales Representatives and District Offices to maximize sales and assist in promotional activities by phone calls, ordering tickets keeping District Sales Representative informed of retailer needs, assist in resolving problems such as lost Scratchers®, stolen Scratchers®, and/or delivery errors. Work with the senior level staff to resolve issues such as transfers of tickets or changes in retailer ownership. Also, responsible for receiving inbound calls from retailers to assist with retailer sales issues.

B. Marginal Functions

5% Provide support to the Lottery’s Security Division on courier and/or retailer investigations; and provide consultation and presentations to Sales and Marketing Division management.

5% Occasional written and verbal reporting will be required on management activities from assigned retailer territory.

C. Supervision Received

The Lottery Ticket Sales Specialist receives general supervision from the Lottery Ticket Sales Supervisor and may receive assignments and/or lead direction from the Senior Lottery Ticket Sales Specialist.

D. Supervision Exercised

None.

E. Administrative Responsibility

The Lottery Ticket Sales Specialist is responsible for remaining up-to-date on all games, promotions, and features, as well as ensuring timely reviews are completed and that retailers have sufficient Scratchers® tickets to maximize sales. Incumbents are required to be courteous and professional at all times in the performance of their duties. In addition, the Lottery Ticket Sales Specialist is responsible for adhering to the laws, rules, policies, and procedures pertaining to civil service employees in general, and specifically to employees of the California Lottery.

F. Personal Contacts

The Lottery Ticket Sales Specialist will have daily contact with retailers, District Sales Representatives and staff from the District Offices, as well as the public and other Lottery staff in Headquarters.

G. Actions and Consequences

Failure to use good judgment in performing these duties may result in retailers being out-of-stock on Scratchers® tickets, which has a direct effect on the ability of the Lottery to meet sales objectives and generate revenues for public education. In addition, insufficient stock may result in negative publicity for the Lottery and/or litigation.

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| Supervisor’s Signature |  | Date |

I have read and understand the duties assigned as described above.

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| Signature of Incumbent |  | Date |

Job Requirements

Activities required to perform the essential functions of the position include the ability to see, hear, talk, sit, type, read and comprehend written instructions, manuals and correspondence, and reason logically.

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| Yes | No |  |
|  |  | Can you perform the essential functions of the position with or without reasonable accommodation?  If reasonable accommodation is necessary, please complete a Reasonable Accommodation Request Form, CSL 1064. |
|  |  | Do you have any other physical or mental conditions that may prohibit you from performing the essential functions of the position?  If yes, please identify which functions you cannot perform. (Use the space below) |

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|  |
| Incumbent Name (print) |

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|  |  |  |
| Incumbent Signature |  | Date |