

CA State Lottery

DUTY STATEMENT

(New/Revised 12/2020)

PROPOSED

CURRENT

	EFFECTIVE DATE
DIVISION/UNIT Sales & Marketing / Engagement & Retention Marketing	POSITION NUMBER (Agency – Unit – Class – Serial) 358 - 702 - 4801 - 001
WORK LOCATION 700 N 10th Street, Sacramento, CA 95811	CLASS TITLE Staff Services Manager II
INCUMBENT NAME	WORKING TITLE SSM II – Digital Properties

The Lottery is dedicated to implement the public’s mandate to maximize supplemental funding for public education through the responsible sale of lottery products.”

Brief Job Description:

Under the general direction of the Chief of Engagement & Retention Marketing, the Staff Services Manager II – Digital Properties (SSM II) provides supervision and managerial direction to a team of managers and staff responsible for the development and maintenance of the Lottery’s Digital Properties including the public website, the official mobile application and social media marketing. The SSM II is responsible for helping to define the Lottery’s digital strategies, leveraging its owned media to provide a digital consumer experience that builds the Lottery brand, and motivates audiences to play Lottery games to drive sales that generate incremental profits for public education. The SSM II oversees the development of public website and mobile app plans and enhancements to ensure they are consistent with long-term strategies, as well as managing the planning and execution of paid and organic social media, influencer marketing, search engine optimization (SEO) and paid search initiatives. The SSM II leads strategic direction of Lottery Digital Properties based on analyzing research, product forecasts, past promotion performance, new trends and alignment with business objectives. The SSM II directs their team of managers and staff in collaborative work with all Lottery divisions and contracted vendors to prepare and execute digital strategies.

% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first. ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned. MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.
35%	ESSENTIAL FUNCTIONS Develop, manage, and provide strategic direction to the team responsible for the development and maintenance of the Lottery’s Digital Properties including the public website, the official mobile app, social media channels and advertising, influencer marketing, SEO, paid search marketing and other digital marketing programs. Partner with the Lottery’s Information Technology Services Division (ITSD), other Lottery divisions, third-party vendors and other state departments to promote Lottery products in market and support Lottery sales goals, driving cross-functional alignment and tracking success metrics. Oversee strategic decisions and monitor the performance of the Digital Properties Plan throughout the fiscal year, using data and insights to drive adoption of strategic priorities. Execute planned digital marketing projects using project management processes, tools and techniques. Direct the work of Digital Properties managers and staff and evaluate the effectiveness of these programs, constantly assessing the capabilities and value proposition of our public website, mobile app, social media marketing, SEO and paid search through strategic, qualitative and quantitative analysis. Recommend and develop policies in support of the Lottery’s plans that positively impact the entire category of all Lottery Digital Properties.
30%	Manage the team and provide daily supervision of a manager and staff responsible for the development and coordination of Digital Properties, including short-term and long-term project planning, digital, mobile and social marketing roadmaps, channel optimization, best practices, process development and implementation, and reviewing and refreshing embedded functions, processes, and procedures. Responsibilities additionally include monitoring and managing staff performance, timesheet review, evaluating and calendaring requests for time off, managing recruitment and staff development, and performing employee reviews. Lead a manager and staff in concept development and tactical execution.
20%	Provide strategic leadership for digital marketing efforts to deliver best-in-class digital experiences and maximize user engagement. Execute strategy across Lottery owned digital, mobile and social media. Research, evaluate, and develop long-term plans for new digital marketing technology solutions and communication tools, collaborating across the Engagement & Retention Marketing unit, the larger Marketing branch and with internal and external partners to understand consumer trends, industry trends, Lottery player and sales data in crafting strategic recommendations. Review sales analysis and Key Performance Indicators (KPIs) to ensure alignment with the Lottery’s strategic plans. Build and continually assess competitive offerings across the gaming and retail industry to provide business insights. Identify and recommend business-building opportunities aimed at achieving fiscal year sales, playership goals, and the Lottery’s long-term objective of maximizing sales to provide supplemental dollars to education and driving engagement.
10%	Participate in the development and implementation of an annual Engagement & Retention Marketing Plan to help meet sales, brand and playership goals, to help “future-proof” the Lottery, and to capitalize on evolving technology and business needs. Participate in the development of the overall Marketing plan and assist in the development of key objectives and strategies.

5%	<p>MARGINAL FUNCTIONS</p> <p>Work on special projects as assigned by the Chief of Engagement & Retention Marketing, the Assistant Deputy Director of Marketing, the Deputy Director of Sales & Marketing, and other managers within the Sales & Marketing division.</p>
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SUPERVISION RECEIVED:

The SSM II receives direction from and reports directly to the Chief of Engagement & Retention Marketing. With notification of and alignment with the direct supervisor, the SSM II can be tasked by other Marketing Section managers, the Assistant Deputy Director of Marketing and the Deputy Director of Sales & Marketing on other projects.

SUPERVISION EXERCISED:

The SSM II directly supervises the Staff Services Manager – Social Media, one Senior Marketing Specialist, one Marketing Specialist, one Marketing Analyst II, and an Information Officer II.

TYPICAL PHYSICAL DEMANDS:

Use of computer, phone, copier, and other standard office equipment during the work day. The majority of work can be performed seated or standing at an assigned work station; occasional need to assist with transporting files, supplies, and other workplace equipment as needed.

TYPICAL WORKING CONDITIONS:

The SSM II works in a fast-paced environment. Majority of work conducted in modern, climate-controlled office setting; travel (including overnight statewide travel) may be required.

PERSONAL CONTACTS:

The SSM II has regular contact with Marketing Division Chiefs, Sales & Marketing Managers, contracted advertising and promotional agency staff, contracted digital vendors, and all levels of Marketing staff. Frequent contact is made with the Assistant Deputy Director of Marketing, the Assistant Deputy Director of Sales, the Deputy Director of Sales & Marketing, Executive Office, Public Affairs & Communications, Security and Law Enforcement Division, Legal, the Information Security Office, Business Planning, and ITSD staff.

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with this classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods or to otherwise balance the workload.

To be reviewed and signed by the supervisor and employee:

SUPERVISOR'S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE SIGNED
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EMPLOYEE'S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH MY SUPERVISOR
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT
- I AM ABLE TO PERFORM THE ESSENTIAL FUNCTIONS LISTED WITH OR WITHOUT REASONABLE ACCOMMODATION
- I UNDERSTAND THAT I MAY BE ASKED TO PERFORM OTHER DUTIES AS ASSIGNED WITHIN MY CURRENT CLASSIFICATION, INCLUDING WORK IN OTHER FUNCTIONAL AREAS AS BUSINESS NEEDS REQUIRE

EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE SIGNED
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