



JOB DESCRIPTION

Classification: Marketing Specialist

Working Title: Marketing Specialist - Email Communications and Loyalty Programs

Position Number: 358-702-9069-001

Division/Unit: Sales & Marketing Division – Engagement & Retention Marketing Unit

Headquarters: Sacramento HQ - 700 N 10th Street, Sacramento, CA 95811

Position Eligible for Telework (Yes/No): Hybrid

Brief Job Description:

Under the general direction of the Chief, Engagement & Retention Marketing, and reporting directly to the Staff Services Manager II - Player Loyalty and Email Communication, the Marketing Specialist - Email Communications and Loyalty Programs is responsible for the execution and optimization of the Lottery's loyalty programs and email marketing communications. The Marketing Specialist brings an impressive email and loyalty marketing background and serves as a subject matter expert to develop end-to-end email campaigns and loyalty promotions including concept & creative development and implementation. This position works closely with all units in Marketing, the Lottery's marketing agencies, and other internal stakeholders to support the Lottery's business objectives leveraging the Lottery's owned media channels, enterprise email software and proprietary loyalty program tools to provide an experience that builds the Lottery brand and motivates audiences to play Lottery games to drive sales in order to generate supplemental funding for public education.

Job Description

35% (Essential) – Develop (concept, write & design), test, and deploy the Lottery's email communications, including:

Campaign Development — Develop impactful email strategies across a various email types including transactional, promotional, informational and more that are aligned with overall marketing goals. Stay up to date on email best practices. Execute email campaign strategies that have cross-functional support as well as drive overall engagement with the Lottery's communications to millions of recipients through engaging emails designed to inspire, motivate, and inform players.

Content Creation— Create engaging and relevant email content including copy, design/layout and multimedia elements. Optimize templates for diverse devices and email clients. Work closely with vendors and third-party agencies to ensure the "look and feel" of adapted advertising and creative assets represent the Lottery appropriately. Work cross-functionally with management, staff and all internal stakeholders to ensure that the Lottery's content marketing efforts are properly reviewed, vetted and approved prior to publication.

List Management— Skillfully manage and segment email lists for targeted campaigns. Ensure list hygiene, monitor opt-ins, opt-outs, and unsubscribes.



Campaign Execution— Build and schedule email campaigns using enterprise email marketing software. Ensure timely delivery and troubleshoot technical hiccups.

A/B Testing— Conduct and analyze A/B and multivariate tests to enhance email performance. Implement results to refine campaign effectiveness.

Analytics and Reporting— Monitor and analyze key metrics for actionable insights. Generate reports to drive continuous improvement. Continuously refine campaigns based on data-driven insights. Create reports and high-level presentations on performance to share with internal and external stakeholders.

Compliance— Ensure campaigns comply with relevant laws (ex. CAN-SPAM Act), State of California rules and regulations, and Lottery regulations and policies. Manage opt-out requests and maintain compliance records.

Automation— Build and execute automation workflows for seamless campaigns.

Personalization— Develop and execute personalization initiatives to maximize player engagement utilizing complex personalization tools.

Campaign Optimization— Work with Senior Marketing Specialist to present observations to Staff Services Manager II - Player Loyalty and Email Communications and Chief of Engagement and Retention Marketing based on data-driven insights. Adapt to changing technology needs and support the migration or rollout of new integrations and tools as needed.

30% (Essential) – Execute the Lottery’s loyalty programs and promotions to drive player retention, brand affinity, player engagement and positive experiences, including:

Promotions—In collaboration with the Senior Marketing Specialist(s) and Marketing Analyst(s), develop the Lottery’s loyalty program promotions by analyzing historical data and recommending optimizations to support the Lottery’s business objectives and loyalty goals. Build, edit and test the Lottery’s loyalty promotions. Lead and work with internal stakeholders to ensure the alignment across channels and the accuracy of promotion rules and regulations, messaging, and promotional details,

Content Creation— Participation in the creation of assets and communications in support of loyalty programs and promotions. Responsible for the development of assignment briefs for marketing agencies to initiate work and make sure deliverables meet expectations. Ensure cross-channel communication and coordination with internal stakeholders are effective to ensure consistency across Engagement and Retention Marketing (ERM) channels. Work closely with vendors and third-party agencies to ensure the "look and feel" of adapted advertising and creative assets represent the Lottery appropriately.

Configuration— Create, edit, and test promotional draws in back-office software to ensure timely and accurate delivery to players. Monitor and ensure the accuracy of promotional details and configuration after launch are correct across the Lottery’s public website. Create and edit new game entries for accuracy and ensure timely approval before game launch and at the end of the game.

Analysis— Track key metrics, identify trends, and provide actionable insights to improve loyalty program effectiveness. Implement and analyze promotion tests to optimize program performance, player



engagement, and conversion rates. Prepare and present performance reports for Marketing leadership and cross-functional stakeholders.

20% (Essential) – Program planning and organizing for optimum resource utilization and efficiency:

Project Management — Oversee and implement email and loyalty initiatives across various channels, ensuring that deliverables are achieved within the specified timeframes and scope constraints. Develop a content calendar for the Lottery’s email and loyalty programs. Ensure content and promotion details are accurate and are properly reviewed and approved prior to publication.

Team Collaboration: Acts as a lead to Marketing Analyst II on the Player Communications and Loyalty team providing direction and oversight over daily responsibilities. Assists with building strategies and provides project oversight for email and loyalty initiatives.

Partnership— Partner with other Marketing units, and other divisions within the Lottery, contracted agencies and third-party vendors to align program strategies with overall business objectives.

10% (Essential) –

Contribute to the development and maintenance of the email platform's functionality, as well as ongoing enhancements to user experience for the Lottery's email communications and loyalty programs. Collaborate with the IT department on integrations and tools and technologies aimed at optimizing the performance of the Lottery's email communications, loyalty programs, and player experience (e.g., Litmus, Zembula, etc.). Assist with the procurement of digital marketing tools as necessary.

5% (Marginal) –

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.

Scope and Impact

- a. Consequence of Error: Exercises judgement in making decisions affecting all aspects of the Lottery’s marketing and advertising. Poor judgment and bad decisions can adversely impact the Lottery’s sales, brand, public image, and reputation and could severely impact the Lottery’s ability to meet annual sales and playership goals and, thus, education funding goals.
- b. Administrative Responsibility: The Marketing Specialist is expected to adhere to the laws, rules, policies, and procedures pertaining to civil service employees in general and specifically, to employees of the Lottery.
- c. Supervision Exercised and Received: While the Marketing Specialist does not supervise others, they may serve in a lead capacity to Marketing Analysts, vendors, agencies and partners. The Marketing Specialist receives direction from and reports directly to the Staff Services Manager II – Player Loyalty & Communication and the Chief, Engagement & Retention Marketing. With notification of and alignment



with the direct supervisor, the Marketing Specialist can be tasked by other Marketing Section managers, the Assistant Deputy Director of Marketing and the Deputy Director of Sales & Marketing.

- d. Personal Contacts: The Marketing Specialist will have frequent contact with the Staff Services Manager II of Player Loyalty and Email Communications, the Chief of Engagement and Retention Marketing, Division Managers and Chiefs, contracted agency staff, all levels of Sales & Marketing Division staff. The Senior Marketing Specialist will also have contact with important stakeholders in other divisions that include and is not limited to Business Planning & Research, Legal, Finance, Operations, Legislative.

Physical and Environmental Demands

Employee will be required to sit at a desk, use electronic computer equipment and mobile devices, and be on camera as needed for virtual meetings.

Working Conditions and Requirements

- a. Schedule: Monday - Friday, 8:00 am to 5:00 pm PST
- b. Travel: Infrequent travel as needed.
- c. Other: Work during evenings or weekends may be occasionally required

Effective Date:

NOTE: 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 otherwise balance the workload.

SUPERVISOR'S STATEMENT:

- I have discussed the duties and responsibilities of the position with the employee.

I have retained a copy of the signed duty statement.

Supervisor Signature

Printed Name

Date

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 Signature

Printed Name

Date



