



Job Description

Classification: Career Executive Assignment (CEA) Level C

Working Title: Deputy Director, Sales

Position Number: 358-706-7500-xxx

Division/Unit: Sales Division

Assigned Headquarters: Sacramento HQ

Position Eligible for Telework: Yes

Job Description Summary

The Deputy Director, Sales (DDS) is responsible for leading and managing the Lottery's Sales Division. This includes responsibility for driving sales growth and revenue, developing and implementing sales strategies and goals, and managing the sales budget and expenditures. Through subordinate management, the incumbent oversees field sales, inside sales, inventory management, product distribution, new business development, key accounts, retailer recruitment, and sales support activities to ensure the successful operation of the Lottery's sales program. The DDS also reviews performance against sales goals/targets and reports sales performance, identifies opportunities for growth, and other key metrics to the Chief Deputy Director, Director, and Lottery Commission.

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45% (Essential Functions) Establish the program's strategic sales goals, aligning them with the Lottery's overall objectives, and ensures the sales team is both equipped and motivated to meet or exceed these targets. The DDS provides leadership, motivation, and training to the sales team, supporting their professional development. The DDS develops and, through subordinate management, implements sales operational policies to implement and uphold the high standards of professionalism and service excellence needed to execute the sales strategic plan. This includes the development of performance objectives for more than 500 full-time staff engaged in sales, business development, key accounts, inventory management, distribution, retailer recruitment, and retailer network management activities.

25% (Essential Functions) Collaborate with Marketing and functions to align objectives, strategies, campaigns, and plans that effectively support the Lottery brand, products, and services in order to grow revenue. The Deputy Director leads and directs the Sales Division through the annual business planning process and in the development of the strategic plans for the Sales Division. The DDS will adjust sales strategy as needed to ensure the Lottery remains competitive amid changing lottery/gaming industry conditions. They will also collaborate with the Finance Division on revenue collection and prize payments at the district offices.

20% (Essential Functions) Oversee administrative management within the Division including but not limited to managing the Sales Division's combined personnel services, operating expense, and capitalized expense budgets exceeding \$56 million. The DDS oversees a statewide sales operation with staff operating from the department's Sacramento Headquarters, nine (9) district offices, and two (2) distribution centers. The



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incumbent is responsible for approximately 300 staff in the field and works collaboratively with key personnel within the Operations and Information Technology Services Divisions to identify, secure and implement equipment and technology to support sales operation activities. Through subordinate management and staff, the incumbent is responsible for the procurement of goods and services necessary to support and facilitate sales activities.

10% (Essential Functions) Provide input to the Director and Chief Deputy Director of the Lottery in the development and recommendation of strategies to educate and build relationships with the Legislature, various committees, education entities, the public, and other critical stakeholders. The incumbent establishes and maintains relationships with executive management within key corporate accounts, other state lotteries, industry influencers, and various strategic partners.

Scope and Impact

- a. Consequence of Error: Since the California State Lottery is one of the largest Lotteries in the United States, there is substantial local, statewide and national media interest in the comprehensive sales strategy used to increase sales of Lottery products and the support the Lottery brand. Failure to perform the functions of this position with complete honesty, integrity and sound judgement could adversely impact Lottery sales and the public's attitudes toward the Lottery, thus affecting education funding goals.
- b. Administrative Responsibility: The DDS is responsible for the development and management of the sales program to include policy development and implementation, development of operating budgets, as well as the development of the annual business review and presentation.
- c. Supervision Exercised and Received: The DDS directly supervises the Assistant Deputy Director, Sales and may provide supervision to administrative staff. The DDS reports to the Directorate.
- d. Personal Contacts: The DDS has ongoing contact with the Lottery Director and Chief Deputy Director, members of the Executive Management Team (EMT), as well as key staff within the Lottery's Marketing, Public Affairs and Communication, Information Technology, Business Planning, Security and Law Enforcement Division, Finance, Human Resources, and Operations Division teams, contracted agency staff, and all levels of staff performing sales functions.

Physical and Environmental Demands

The DDS will be required to use a computer, mouse, and keyboard, and will be required to sit for long periods of time at a computer screen. Must be able to focus for long periods of time, adapt to changes in priorities, and complete tasks or projects with short notice. Must develop and maintain cooperative working relationships and display professionalism and respect for others in all contact opportunities. While working on-site, the incumbent works in a professional office environment, in a climate-controlled area which may fluctuate in temperature and is under artificial light.

Working Conditions and Requirements

- a. Schedule: Monday – Friday, may occasionally work outside of business hours.
- b. Travel: Occasional statewide, overnight travel is required.
- c. Other: NA



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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