



Job Description

Classification: Marketing Analyst II

Working Title: Email Marketing and Loyalty Program Analyst

Position Number: 358-702-9068-004

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

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

Position Eligible for Telework: Yes (Hybrid)

Job Description Summary

Under direction of the Chief, Engagement & Retention Marketing, Staff Services Manager II Player Loyalty and Email Communications, the Email Marketing and Loyalty Program Analyst is responsible for the execution and optimization of the Lottery's loyalty programs and email communications. The ideal candidate will help create and manage end-to-end email campaigns and loyalty promotions, optimize performance, and data analysis, and collaborate closely with cross-functional teams to enhance marketing strategies. This vital role will handle the loyalty promotions and email development/creation process from concept through implementation including building out promotional calendars and developing creative (concept, content, copy, and design). This role will leverage enterprise email software and proprietary loyalty program tools designed to drive customer engagement and deliver program success. 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 and sales goals to build brand affinity and move players down the purchasing funnel. This position is critical in executing the Lottery's loyalty programs and email strategies and tactics, leveraging the Lottery's owned media channels 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.

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

Campaign Execution— Build and schedule email campaigns including transactional, promotional, informational, and more that are aligned with overall marketing goals using enterprise email marketing software. Ensure timely delivery and troubleshoot technical hiccups. 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.

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.

List Management— Segment email lists for targeted campaigns. Ensure list hygiene, monitoring opt-ins, opt-outs, and unsubscribes.



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Analytics and Reporting— Monitor and maintain key metrics for actionable insights. Generate reports to drive continuous improvement.

Compliance— Ensure campaigns comply with relevant laws (ex. CAN-SPAM Act), State of California rules and regulations, and Lottery regulations and policies.

Automation— Monitor automation workflows for seamless campaigns.

Personalization— Execute personalization to maximize player engagement.

Campaign Optimization— Make recommendations to Staff Services Manager II - Player Loyalty and Email Communications and Chief of Engagement and Retention Marketing based on data-driven insights.

Analysis— Track performance, user experience and behavior, trends and recommend specific functionality to optimize email success. Coordinate, track, compile, and interpret analytics and report to management and other key stakeholders to communicate results and suggest approaches to improve email performance and success.

30% (Essential) – Support the Lottery's loyalty programs to drive player retention, brand affinity, and player engagement.

Promotions — In collaboration with the Player Loyalty and Email Communications team, develop the Lottery's loyalty program promotions by analyzing historical data and recommend optimizations for success. Build, test and configure the Lottery's loyalty promotions. Work with internal stakeholders to develop and ensure the accuracy of promotion rules and regulations, messaging, promotional details etc. are correct and aligned across all channels.

Content Creation— Assist with the development of the assignment briefs to align promotion tactics and assure deliverables meet expectations from partner agencies. Work cross-functionally with internal stakeholders to ensure accuracy of messaging across 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— Build, test and configure new games, weekly and bonus draws in back-office software to ensure timely and accurate delivery to players. Ensure the accuracy of promotional details and configuration after launch are correct across the Lottery's digital properties.

Analysis— Track promotion performance, overall user experience and behavior, trends and recommend specific functionality to optimize loyalty programs success. Coordinate, track, compile, and monitor analytics and report to management and other key stakeholders to communicate results and suggest approaches to improve loyalty programs performance and success.

20% (Essential) –

Project Management— Manage ongoing email communications, project and promotion deadlines across channels to ensure deliverables and execution of promotions to Lottery's players across channels are met. Ensure copy and promotion details are accurate with multiple reviews before final approval and alignment.



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Content Management— Maintain a content calendar for the Lottery's email, and loyalty programs. Stay abreast of Lottery operations, products, marketing campaigns and other key initiatives to communicate to players and/or incorporate into loyalty promotions. Write and edit targeted copy for communications, ensuring alignment with brand voice and Marketing objectives. Stay abreast of trends in digital communications and loyalty, finding inspiration and identifying opportunities to keep Lottery's player communications and loyalty programs fresh and relevant.

Partnership— Partner with other Marketing units, the Lottery's other divisions, contracted agencies, third-party vendors to support the Lottery's loyalty program, sales goals, driving cross-functional alignment and tracking success metrics. Ensure adapted advertising and creative assets represent the Lottery appropriately. Program, format, and test emails, messaging and assets prior to launch. Assure compliance with the Lottery's regulations and brand guidelines in all communications and messaging.

10% (Essential) — Assist with the development and maintenance of email platform functionality and ongoing user experience improvements for the Lottery's email communications and loyalty programs. Work in coordination with IT on integrations and tools to research and propose new opportunities and technologies to optimize the performance of the Lottery's email communications, loyalty programs and player experience. (i.e. Litmus, Zembula etc.) Assist with procurements of digital marketing tools as needed.

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:** The Marketing Analyst II exercises judgment in making decisions affecting all aspects of the Lottery digital channels. Poor judgment and decisions can adversely impact the Lottery's sales and image as well as diminish the Lottery's ability to meet sales goals.
- b. **Administrative Responsibility:** The Marketing Analyst II is responsible for a variety of content marketing, the compilation of all metrics and reporting program results. The incumbent is also required to adhere to the laws, rules, policies and procedures pertaining to civil service employees in general and specifically to employees of the California Lottery.
- c. **Supervision Exercised:** The Marketing Analyst II has no supervisory responsibilities.
- d. **Supervision Received:** The Marketing Analyst II reports directly to the Staff Services Manager II – Player Loyalty & Communication and the Chief, Engagement & Retention Marketing and may receive direction from Senior Marketing Specialists and Marketing Specialists. With notification of and alignment with the direct supervisor, can be tasked by other Marketing Section managers, the Assistant Deputy Director of Marketing and the Deputy Director of Sales & Marketing on other projects.
- e. **Personal Contacts:** The Marketing Analyst II has regular contact with Marketing Division Chiefs, Sales and Marketing Managers, contracted advertising and promotional agency staff, 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, Finance, Business Planning, and ITSD staff.



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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
- b. Travel: Infrequent travel as needed.
- c. Other: Work during evenings or weekends may be occasionally required

Effective Date:

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

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.



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Duty Statement Instructions (Rev. 04/2023)

NOTE: After inserting the text/information into the duty statement, remove all "Insert Text" or "Insert Text to describe the following" prompts.

Classification: Enter the legal class title of the position (e.g., Office Technician (Typing), Staff Services Analyst, District Sales Representative, etc.).

Working Title: Enter the working title of the position if different from the legal class title.

Position Number: Enter the full position number assigned as shown on the department's organization chart (e.g., Agency: 358, Unit: 031, Class: 5157 (SSA), Serial: 001: [358-031-5157-001]).

Division/Unit: Enter the Division/Unit name where the position resides in the Lottery organization.

Assigned Headquarters: Enter the physical work location where the employee will work (e.g., Sacramento Headquarters, Fresno District Office (Fresno DO), Northern Distribution Center, etc.).

Position Eligible for Telework (Yes/No):

Job Description Summary: Briefly describe the overall purpose of the position, the degree of supervision received, and any supervision exercised. Should not exceed 4 sentences. Example: Under the supervision of the Staff Services Manager I, the incumbent is responsible for ...**ADD THE SUMMARY OF DUTIES TO BE PERFORMED.**

NOTE: To determine the level of supervision received (e.g., under direct supervision, direction, etc.), refer to the class specification or contact your C&P, Examinations Analyst.

Job Description: This will consist of 'Essential (E)' duties and 'Marginal (M)' duties (if applicable). Essential duties must be identified in the duty statement directly after the percentage of duties (e.g., 25% (Essential Function) Supervise analytical staff to...) Enter the percentage of time the incumbent will spend performing each group of essential and marginal functions (Example: A duty that is regarded as 5% is equivalent to approximately 2 hours of work per week OR 8 hours (one day) of work per month). **NOTE:** Percentages must be in descending order with the largest percentage of duties at the top. Percentages must not be less than 5% of time. Total of all percentages must equal 100%.

- Essential Functions – these duties are why the position exists. The employee must be able to perform the essential duties of the position with or without a reasonable accommodation. Ensure the duties assigned to the position are appropriate for the classification and group similar tasks together. Explain **WHAT** the task or duty is to be performed, **WHY** the task is being **WHAT GOAL** is being achieved, and **WHERE/WHEN** is the task done if relevant to the working conditions of the job.
- Example: **WHAT:** Meet with retailers **WHERE/WHEN:** monthly in the field at the retailer's place of business **WHY:** to determine Lottery Scratcher needs **WHAT GOAL:** and ensure supply/demand needs are met.

NOTE: Spell out acronyms. Typically, acronyms are created by a department for division/unit names or other works that are used frequently within the department. These acronyms are not well known throughout all departments within the State of CA or the public. Job applicants and/or new employees will not be familiar with these acronyms or understand their meaning, therefore, acronyms should be spelled out in duty statements (and Job bulletins).

- Marginal Functions – These are additional duties that are incidental or a minimum part of the job. Marginal duties must be identified in the duty statement directly after the percentage of duties (e.g., 5% (Marginal Function) Assist other unit staff with...) These duties can be redistributed among other staff. Additionally, if you list 'Other duties as assigned', you must indicate what the other duties might entail (e.g., other duties assigned such as assisting other staff as needed, or assist with special projects as assigned, etc.) This percentage must be included in all percentages which in total cannot exceed 100%. **NOTE:** Marginal Functions should be no more than 5%.

Scope and Impact: Describe the following:

- Consequences of Error: (Describe consequences to the department, division, etc., if the person did not perform the duties of the position.)
- Administrative Responsibility: (Describe incumbent's role, such as activities related to personnel, training, business operations, etc.)
- Supervision Exercised and Received: (Describe position that supervises the incumbent and classifications the incumbent supervises, or if not a supervisory classification, add 'This position does not supervise others'.)
- Internal Personal Contacts: (List frequent internal contacts to perform their duties such as, executive staff, Lottery managers and supervisors, other Lottery division staff, etc.)

Physical and Environmental Demands: (Describe the physical environment of the main work location)



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Working Conditions and Requirements: Describe the following:

- a. Schedule:
- b. Travel:
- c. Other:

Effective Date: Enter the effective date of the duty statement (employee appointment date).