



Classification: Research Data Specialist 2

Working Title: Consumer Research Specialist

Position Number: 358-170-5758-001

Division/Unit: Executive/Business Planning & Research

Assigned Headquarters: Sacramento Headquarters

Position Eligible for Telework (Yes/No): Yes

Job Description Summary

Under the general direction of the Research Data Supervisor II in Business Planning & Research, the Research Data Specialist 2 (RDSp 2) functions as the Consumer Research Specialist. The RDSp 2 will utilize knowledge of analytical and statistical techniques to independently perform a variety of complex research and statistical duties with significant fiscal impact on the organization. The RDSp 2 will independently plan, organize, and conduct complex consumer research methodologies where precedent is lacking. They will have primary responsibility for major research and technical projects to support and ensure the Lottery maximizes contributions to education.

Job Description

40% (Essential): Consumer Research Lead

Independently lead custom and large-scale consumer research projects of moderate complexity by developing methodology specifications, developing Scope of Works, and reviewing, monitoring, and managing work conducted by contractors. Conduct qualitative, quantitative, and statistical research projects, using internal processes, materials, and software. Analyze relevant data to prepare reports tailored to the audience including senior level Lottery management and Directorate. Independently coordinate and manage monthly studies, working closely with key stakeholders, leadership, and supporting Research Analysts to ensure timely deliverables and actionable insights.

35% (Essential): Consumer Research Design Specialist

Independently design consumer research studies applying complex quantitative and/or qualitative research methods and principles to meet business objectives and answer research questions where minimal existing material is available. Develop questionnaires and other data collection instruments using research best practices and techniques. Design and follow data cleaning processes, tabulations and analysis plans that identify and outline data needs. Provide guidance to Research Analysts on consumer research design and statistical analysis. Provide expert advice to project leads of ongoing and ad hoc consumer research studies.

10% (Essential): Develop and Perform Situational Analysis

Use a variety of data sources including sales, financial, quantitative, qualitative, unstructured, structured, third-party industry publications, and consumer research for identify meaningful information and trends for Business Reviews and other presentations to Management. Develop documents related to data processing and analysis procedures to be used as a future resource. Conduct systematic analysis to create reports and presentations



highlighting actionable insights, strategic opportunities, and recommended solutions tailored to management audience. Develop and complete weekly and monthly sales and profit reporting.

10% (Essential): Evaluation of Key Lottery Programs

Create custom and large-scale analyses and projections of Key Lottery Programs for their compliance, feasibility, impact, or potential impact on sales and profits, cost savings, operations, and other pre-defined performance metrics. Design methodology, identify data needs of complex analyses and evaluate adequacy of existing data to meet these needs; develop procedures for collection and integration of various data sources; produce clear visuals and reports demonstrating conclusions and recommendations for Lottery senior management.

5% (Marginal): The RDSP 2 will represent the Business Planning & Research Office at meetings, on committees and as part of Project Teams where a technical resource in the area of sales data, market research and/or developing metrics for program performance is needed.

Scope and Impact

- a. Consequence of Error: Failure to use good judgment performing the functions of this position may result in the inappropriate release of information, failure to resolve conflicts at the earliest possible level, or failure to ensure the Lottery remains in compliance with laws, rules, policies, and labor agreements. If the RDSP 2 is unable to accurately or effectively provide accurate and meaningful analysis, then the Lottery will not maximize profits for its beneficiary - public education.
- b. Administrative Responsibility: The RDSP 2 is responsible for effectively managing, planning, organizing, and controlling the Lottery's research data activities. This includes coordinating research projects, maintaining data integrity and compliance, preparing reports and documentation, and supporting budget and procurement processes. The RDSP 2 assists with the implementation of research policies and procedures, ensures contract and regulatory compliance, and provides administrative support to the research program. The RDS II is also required to adhere to all applicable laws, rules, policies, and procedures governing California Lottery and civil service employees.
- c. Supervision Exercised and Received: The RDSP 2 reports to the Research Data Supervisor II, Business Planning & Research. The individual may receive direction from the Deputy Director, Business Planning & Research occasionally on specific projects. Within their project lead role, the RDSP 2 may occasionally provide direction to Research Analysts within the Unit on a project-by-project basis.
- d. Personal Contacts: The RDSP 2 will have frequent contact with Project Managers, Project Sponsors and other representatives from all Divisions throughout the Lottery and occasional contact with Deputy Directors and the Executive Office. In addition, the RDSP 2 will have contact with research vendors and staff from other Lottery jurisdictions. The RDSP 2 will also have occasional contact with the public.

Physical and Environmental Demands

Ability to work at a computer terminal for extended periods of time.

Working Conditions and Requirements

- a. Schedule: The RDSP 2 is expected to primarily work between the business hours of 7:30a-5:30p.
- b. Travel: Periodic travel may be required dependent on research needs.



Job Description

c. Other: Required to work a minimum of two days in the headquarters office (climate controlled high-rise office building under artificial lighting).

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



Classification: Research Data Specialist 1

Working Title: Consumer Research Specialist

Position Number: 358-170-5742-xxx

Division/Unit: Executive/Business Planning & Research

Assigned Headquarters: Sacramento Headquarters

Position Eligible for Telework (Yes/No): Yes

Job Description Summary

Under the general direction of the Research Data Supervisor II in Business Planning & Research, the Research Data Specialist 1 (RDSp 1) functions as the Consumer Research Specialist. The RDSp 1 will utilize knowledge of complex analytical and statistical techniques to perform a variety of research and statistical duties with significant fiscal impact on the organization. The RDSp 1 will independently plan, organize, and conduct complex consumer research methodologies; having primary responsibility for major research projects to support and ensure the Lottery maximizes contributions to education.

Job Description

35% (Essential): Survey Research Design Specialist

Independently design quantitative surveys applying complex research methods and principles to meet business objectives and answer research questions. Develop questionnaires using research best practices and techniques for management review. Design and follow data cleaning processes, tabulations and analysis plans that identify and outline data needs for the quantitative analysis of the survey data and other data resources to meet research objectives. Provide guidance to Research Analysts on survey design and quantitative analyses.

35% (Essential): Consumer Research Lead

Lead custom consumer research projects of moderate complexity by developing methodology specifications, developing Scope of Works, and reviewing, monitoring, and managing work conducted by contractors. Conduct quantitative research projects using internal processes, materials, and software. Analyze relevant data to prepare reports tailored to the audience including senior level Lottery management and Directorate. Work with supporting Research Analysts on any stimuli and data preparation needed for consumer research projects.

20% (Essential): Develop and Perform Situational Analysis

Use a variety of data sources including sales, financial, quantitative, qualitative, unstructured, structured, third-party industry publications, and consumer research for identify meaningful information and trends for Business Reviews and other presentations to Management. Develop documents related to data processing and analysis procedures to be used as a future resource. Conduct systematic analysis to create reports and presentations highlighting actionable insights, strategic opportunities, and recommended solutions tailored to management audience. Complete weekly and monthly sales and profit reporting.



5% (Marginal): The RDSP I will represent the Business Planning & Research Office at meetings, on committees and as part of Project Teams where a technical resource in the area of sales data, market research and/or developing metrics for program performance is needed.

5% (Marginal): Work on special analytical projects as needed.

Scope and Impact

- a. Consequence of Error: Failure to use good judgment performing the functions of this position may result in the inappropriate release of information, failure to resolve conflicts at the earliest possible level, or failure to ensure the Lottery remains in compliance with laws, rules, policies, and labor agreements. If the RDSP 1 is unable to accurately or effectively provide accurate and meaningful analysis, then the Lottery will not maximize profits for its beneficiary - public education.
- b. Supervision Exercised and Received: The RDSP 1 reports to the Research Data Supervisor II, Business Planning & Research. The individual may receive direction from the Deputy Director, Business Planning & Research occasionally on specific projects. Within their project lead role, the RDSP 1 may occasionally provide direction to Research Analysts within the Unit on a project-by-project basis.
- c. Personal Contacts: The RDSP 1 will have frequent contact with Project Managers, Project Sponsors and other representatives from all Divisions throughout the Lottery and occasional contact with Deputy Directors and the Executive Office. In addition, the RDSP 1 will have contact with research vendors and staff from other Lottery jurisdictions. The RDSP 1 will also have occasional contact with the public.

Physical and Environmental Demands

Ability to work at a computer terminal for extended periods of time.

Working Conditions and Requirements

- a. Schedule: The RDSP 1 is expected to primarily work between the business hours of 7:30a-5:30p.
- b. Travel: Periodic travel may be required dependent on research needs.
- c. Other: Required to work a minimum of two days in the headquarters office (climate controlled high-rise office building under artificial lighting).

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.



Job Description

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