



Job Description

Classification: Senior Marketing Specialist

Working Title: Retail Marketing Lead

Position Number: 358-805-9073-001

Division/Unit: Marketing

Assigned Headquarters: Sacramento

Position Eligible for Telework (Yes/No): Yes

Job Description Summary

Under the direction of the Chief of Consumer Marketing and direct supervision of the Head of Promotions and Retail Marketing, (Supervisor II), the Retail Marketing Lead, (Senior Marketing Specialist) has the overall responsibility for the development, execution, oversight, and evaluation of all statewide retail marketing initiatives and programs, as well as point of sale and retail merchandising. Additionally, the Retail Marketing Lead is responsible for developing strategies, programs, and initiatives to better support product appeal, consumer awareness, and the sales efforts of Lottery retailers. This position is also responsible for budget planning, oversight, and the annual plan for retail marketing and merchandising. The Retail Marketing Lead may act as the Contract Manager for some marketing agencies. The role of the Retail Marketing Lead is critical to ensure that the Lottery's marketing messages at retail are impactful, highly visible, and encourage product sales, in order to maximize supplemental funding for public education.

Job Description

(25%) Essential - The Retail Marketing Lead is responsible for the development of in-store product marketing strategies, working closely with the Head of Promotions and Retail Marketing, to oversee and implement the annual retail marketing plan to meet sales and playership goals. This position is responsible for the production and overall execution of all point-of-sales materials, retail marketing merchandising, and permanent display items designed to support our retail partners and promote consumer engagements and product purchases. The Retail Marketing Lead works closely and coordinates with staff across the Marketing Division, Sales Division, and other Lottery Divisions. Provides direction to Lottery staff and/or marketing agencies on product positioning, and reviews and approves point-of-sale creative executions. A key responsibility of the Retail Marketing Lead is to develop the overall plan for in-store collateral and messaging to ensure key products are highlighted as well as to research and recommend new ways to maximize point-of-sale impact across all retail marketing channels.

(25%) Essential - Develops and implements the annual Retail Marketing Plan and manages retail marketing budgets. Responsible for leading the development and approval process for all retail marketing programs and initiatives, which include game point-of-sale collateral, permanent point-of-sale, retail merchandising, and retailer communications. Responsible for monitoring and tracking the retail marketing budget and anticipating future or unforeseen expenses that could alter annual budget expenditures. Works closely and coordinates with staff across the Marketing Division, Sales Division, and other Lottery Divisions to successfully plan, develop, implement, and report retail marketing activities, deliverables and successful implementation. Reviews and approves estimates and invoices after annual plan approval. May act as Contract Manager for one or more of the Lottery's contracted marketing agencies.



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(20%) Essential - Research and design new and innovative retail marketing approaches to attract and engage consumers during their shopping journey and touchpoints with the Lottery brand and Lottery products. This position is responsible for designing strategic initiatives and concepts as well as enhancements to existing marketing efforts that will build brand awareness and boost sales of Lottery products. Conducts research and tracks the development of new retail selling devices and equipment, innovative in-store communication elements, and novel retail promotions and incentives. Brings curiosity and a forward-looking mindset to help evolve and innovate the Lottery's retail footprint. Acts as project manager of the major new initiatives and test programs.

(15%) Essential - Serves as a project manager and acts as the main point of contact for marketing agencies on all assigned projects and initiatives, including the production of all creative assets and retail point of sale, sales recruitment programs and materials, retailer communications, and other channel assets as required. Responsible for routing documents and creative assets to upper management and internal stakeholders for review and approval.

(10%) Essential - Works on special, job-related projects as assigned by the Head of Promotions and Retail Marketing and/or the Chief of Consumer Marketing, Deputy Director of Marketing, Assistant Deputy Director of Marketing, and other managers within the Marketing division.

(5%) Marginal - Works on special projects as assigned by the Chief of Consumer Marketing and/or the Head of Promotions and Retail Marketing. Perform other job-related duties as assigned.

Scope and Impact

- a. Consequence of Error: Exercises judgement in making decisions affecting all aspects of the Lottery's retail marketing. 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 Retail Marketing Lead 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 Retail Marketing Lead does not supervise others, they may serve in the lead capacity to Marketing Specialists, Marketing Analysts, and marketing agencies. The Retail Marketing Lead receives direction from and reports directly to Head of Promotions and Retail Marketing and may receive direction from the Chief of Consumer Marketing. With notification of and alignment with the direct supervisor, can be tasked by other Marketing managers, the Assistant Deputy Director of Marketing and the Deputy Director of Marketing on other projects.
- d. Personal Contacts: The Retail Marketing Lead will have frequent contact with Head of Promotions and Retail Marketing, the Chief of Consumer Marketing, Division Managers and Chiefs, marketing agency staff, all levels of staff within the Marketing and Sales Divisions. This position will also have contact with important stakeholders in other divisions that include but is not limited to Business Planning & Research, Legal, Finance, Operations, Legislative & External Affairs, and Public Affairs & Communications.



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Physical and Environmental Demands

Use of computer, phone, copier, and other standard office equipment during the workday. The majority of work can be performed seated or standing at an assigned workstation; occasionally may need to travel to Lottery District Offices, Lottery warehouses, marketing agency offices, and/or Lottery retail locations. Travel may be required during the work week and possibly on the weekends.

Working Conditions and Requirements

- a. Schedule: Monday-Friday; 8am-5pm.
- b. Travel: Occasional travel will be required during the work week and some weekends.
- c. Other: Majority of work conducted in modern, climate-controlled office setting; overtime and travel (including overnight statewide travel) will be 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.