



Assistant Deputy Director, Sales

Classification: CEA B

Working Title: Assistant Deputy Director, Sales

Position Number: 358-706-7500-001

Division/Unit: Sales / Sales

Assigned Headquarters: Sacramento Headquarters

Position Eligible for Telework: Yes

Job Description Summary

Under the general direction of the Deputy Director, Sales (DDS) the Assistant Deputy Director (ADDS) provides executive leadership for all field sales functions. As a key member of the Sales Division's executive team, the ADDS is responsible for assisting the DDS in executing business strategies and tactics to achieve short and long-term objectives for developing and expanding the sale of Lottery products to ensure the success of the Lottery. Serves as the principal policy maker for Sales operational policies. In addition, acts as the top advisor to the DDS and the Directorate on policy issues providing guidance and recommendations. The ADDS serves as a technical resource and is responsible for all field sales activities for a growing network of retail locations. Works closely with the Sales Administration management (Sales Support & Distribution) to ensure Division alignment with field sales implementation; and provides leadership, management and supervision to the Sales Division.

Job Description

40% (Essential Functions) Provide strategic leadership and operational oversight of all field sales units, including the district offices aligned to both the Northern and Southern District Sales Chiefs. Direct and optimize Business Development functions encompassing Key Accounts, Retailer Recruitment, and Route Sales through subordinate managers, to drive growth and sustain high-performance execution across the organization. Execute business strategies and tactics, the development and allocation of staff utilizing operational policies, procedures and other resources that influence the Sales Division to meet operational needs. Provide strategic leadership through effective communication to define sales goals, priorities, and policies for all field teams in alignment with Divisional direction. Use performance insights and operational data to proactively guide field activities and ensure efficient, targeted retailer engagement that supports organizational objectives. Foster engagement to build and retain talent.

25% (Essential Functions) Apply comprehensive knowledge of established principles and policies to address complex and unusual operational challenges. Responsible for revising and implementing targeted sales strategies and tactics to improve service to retailers, grow the retailer base, and increase sales of Lottery products. Identify, recommend, and implement operational



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improvements and act as a technical resource, to further enhance effectiveness and streamline processes across the field sales organization. Lead the development and execution of data-driven approaches to assess sales performance across the statewide retail network, delivering clear, actionable insights to strengthen results and market responsiveness. Oversee and strengthen Sales Enablement functions to support ongoing performance and capability development.

20% (Essential Functions) Maintain strong alignment between Northern and Southern districts to ensure a unified, consistent approach. Lead field sales teams in executing the Lottery's annual business plan and advancing key field-driven strategic priorities. Address sensitive complaints and inquiries from retailers, consumers, and public officials. Participate in special projects to enhance Sales Division effectiveness.

10% (Essential Functions) Serve as an independent adviser to the DDS, offering informed guidance on emerging issues and opportunities. Research, recommend, and implement program enhancements that incorporate industry best practices and modern technology. Maintain ongoing communication with other Lottery divisions to ensure accurate and timely dissemination of information related to all Lottery products and procedures. Support the development and continuity of statewide sales efforts.

5% (Marginal Functions) Perform other duties as required or serve on teams/committees to improve Lottery operations or goals.

Scope and Impact

- a. Consequence of Error: Failure to effectively manage field sales functions could negatively impact Lottery operations, public perception, and funding for education.
- b. Administrative Responsibility: Ensure compliance with civil service laws and Lottery policies. Maintain accurate information, meet deadlines, and resolve issues promptly.
- c. Supervision Exercised and Received: The CEA B receives direction from the Deputy Director, Sales. Direct supervision of senior managers (e.g., CEA A Northern and Southern Field Chiefs, Manager II, and Supervisor I) and indirect oversight of staff in District Offices, Key Account, Retailer Recruitment, and the Route Model.
- d. Personal Contacts: Frequent interaction with Lottery executives, management, staff, external stakeholders, government representatives, retailers, and the public.

Physical and Environmental Demands

The CEA B will use a computer, phone, copier, and other standard office equipment during the workday. Most of the work may be performed seated or standing at an assigned workstation; occasional need to assist with transporting files, supplies, and other workplace equipment as needed.

Working Conditions and Requirements

- a. Schedule: M-F, 8am – 5pm, may occasionally work outside of business hours.



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b. Travel: Regular travel throughout the State will be 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