



Job Description

Classification: Key Accounts Specialist

Working Title: Key Accounts Specialist – Recruiter (Business Development Specialist)

Position Number: 358-791-1787-005

Division/Unit: Sales / Retailer Recruitment / 791

Assigned Headquarters: 235 Baker St Costa Mesa Ca 92626 - Costa Mesa District Office

Position Eligible for Telework (Yes/No): NO

Job Description Summary

Under the direction of the Key Accounts Manager of Recruitment, the Key Accounts Specialist is responsible for new business and retailer expansion in the assigned CA Lottery District.

Job Description

40% (Essential) – Using supplied lead lists as well as field canvassing and district retailer research, identify and recruit potential, viable, retailers, and promote Lottery equipment, products, and programs in these accounts. Develop and maintain effective relationships with each retailer. Serve as liaison between all CA Lottery units and retailers to ensure correct and completed applications are being delivered in a timely manner.

30% (Essential) – Maintain open communication with the District Sales Representatives (DSR) for product orders, equipment delivery, and retailer approval to activation hand-off. Monitor new retailer and assist with early success (90-day) sales tactics with District Sales Supervisors (DSS) and DSR.

20% (Essential) – Develop and maintain district presentations and clear communication to Lottery Sales Managers (LSM), DSS, and DSR. Define and set weekly strategy meetings with LSM for district challenges, successes, and targeted zip-code opportunities. Analyze sales and equipment data for future retailer decisions. Analyze district retailer opportunities to maintain effective district forecasting for retailer growth.

10% (Marginal) – Complete administrative tasks, month end reporting, training, and other tasks as assigned by essential units within the CA Lottery. Perform other related duties as required by the Key Accounts Manager of Recruitment.

Scope and Impact

- a. Consequence of Error: Failure to Identify and recruit potential chain and independents retailers and promote Lottery products and programs and these accounts can result in a loss of potential sales and decrease our ability to meet the aggressive sales goals that have been established. Failure to interact on a courteous and professional basis with potential or existing retailers and retail groups or associations may



Job Description

lose the continuing support of those retailers, establish poor public relations, and may result in retailer withdrawal, which would decrease the network and overall sales.

- b. Administrative Responsibility: This role covers essential cross-unit communication between the Finance, Security and Law Enforcement Division, and Network personnel. Report, invoicing, and business reviews are all included in the administration responsibility.
- c. Supervision Exercised and Received: The Key Accounts Specialist receives direction from and reports to the Key Accounts Manager of Recruitment. Dotted line management is granted to the Lottery Sales Manager in recruiter's assigned district for strategic planning.
- d. Personal Contacts: The Key Accounts Specialist will have daily contact with a variety of Lottery retailers and Lottery customers while making professional sales calls. The Key Accounts Specialist will have frequent to daily contact with District Office staff who visit retail chain locations and who provides material support.

Physical and Environmental Demands

Driving for long distances; use of computer, mobile computer, mobile phone, copier, and other standard office equipment during the workday; transport files, supplies, and retailer equipment as needed; significant walking throughout the workday.

Working Conditions and Requirements

- a. Schedule: Monday through Friday – Typically 8:00 AM – 5:00 PM
- b. Travel: Assigned district travel (driving) to prospect and retail locations is required.
- c. Other: Overtime and/or travel (including statewide overnight travel) may 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



Job Description

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



Job Description

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)



Job Description

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).