Classification: Lottery Ticket Sales Specialist

Working Title: Lottery Ticket Sales Specialist

Position Number: 358-726-9078-017

Division/Unit: Sales & Marketing/SIMC

Assigned Headquarters: Sacramento Headquarters

Position Eligible for Telework: Yes

Job Description Summary

Under the general supervision of the Lottery Ticket Sales Supervisor of the Scratchers Inventory Management Center (SIMC), the Lottery Ticket Sales Specialist (LTSS) is responsible for developing Scratchers orders to meet the prescribed sales projections for an assigned group of retailers daily.

Job Description

30% (Essential) – Manage the Scratchers inventory for retailers within an assigned territory. This is done by researching, compiling, and evaluating a variety of information such as sales data/trends contained in a database and various reports. The LTSS will also review play styles and price points of Scratchers in each location, retailer demographics, and assess the impact promotional events may have on Scratchers sales. From this information, the LTSS determines the appropriate amount and mix of Scratchers games to be ordered for each retailer within the assigned territory to last until the next planned order day. Review any additional individual retailer location activities that may have an impact on Scratchers inventory and/or sales. May assist in transferring Scratchers by gathering information regarding Scratchers and passing the information along to a Lottery Ticket Sales Senior Specialist or Lottery Ticket Sales Supervisor.

25% (Essential) – Place orders at designated times and appropriately document each order by entering information into a certain software program and verify all entries to ensure orders are properly keyed. Keep all pertinent retailer information up to date in the database. Make outbound calls to gain retailer order acceptance and motivate retailer to confirm and activate Scratchers and verify retailer information.

20% (Essential) – Ensure each retailer has a proper variety and adequate Scratchers inventory to meet California State Lottery (Lottery) sales goals by reviewing inventory sales reports daily. Make outbound calls to retailers and recommend products and price points to assist retailers to reach or exceed Lottery sales goals. Keep retailers informed of pertinent

information such as new games, game features, sales promotional events, and sales campaigns.

20% (Essential) – Work with Field Sales staff and district offices to maximize sales and assist with promotional activities by making phone calls to retailers and Field Sales staff regarding upcoming promotional events, ordering Scratchers, keeping Field Sales staff informed of retailer needs, and assisting with resolving Scratchers problems such as, lost, stolen, and/or other delivery errors. Work with the senior level staff to resolve issues such as changes in retailer ownership. Responsible for receiving inbound calls from retailers, assisting with sales and inventory issues. Provide support to the Lottery's Security and Sales & Marketing Divisions regarding courier and/or retailer investigations and provide information specific to the LTSS's assigned group of retailers. Provide feedback regarding retailer or Scratchers activities based on management directives.

5% (Marginal) – Participate on committees, attend meetings, and perform other job-related duties including special projects, as needed.

Scope and Impact

a. Consequence of Error: Loss of sales, incorrect inventory, and decrease in Lottery customer service ratings.
b. Administrative Responsibility: The LTSS does not have any administrative responsibilities or rights.
c. Supervision Exercised and Received: The LTSS receives general supervision from the Lottery Ticket Sales Supervisor and may receive assignments and/or lead direction from the Lottery Ticket Sales Senior Specialist. This position does not supervise others.
d. Personal Contacts: The LTSS will have daily contact with retailers, Field Sales staff, and other staff from the district offices, as well as the public and other Lottery staff in headquarters.

Physical and Environmental Demands

Use of computer, phone, copier, and other standard office equipment during the workday. Most of the work can be performed seated or standing at an assigned workstation; occasional need to assist with transporting files, supplies, and other workplace equipment as needed. Majority of work conducted in modern, climate-controlled office setting.

Working Conditions and Requirements

a. Schedule: M-F 7:30am-4:30am
b. Travel: Minimal
c. Other: Overtime may be necessary and will be rare. Any need will be clearly communicated.

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.