Classification: Senior Marketing Specialist

Working Title: Promotions and Event Marketing Lead

Position Number: 358-805-9073-004

Division/Unit: Marketing Division/Promotions & Retail Marketing Unit

Assigned Headquarters: Sacramento Headquarters or Chatsworth District Office

Position Eligible for Telework (Yes/No)**: Yes**

Job Description Summary

Under the direction of the Chief of Consumer Marketing and the direct supervision of Head of Promotions and Retail Marketing (Supervisor II), the Promotions and Event Marketing Lead (Senior Marketing Specialist) is responsible for the strategic development, execution, implementation, and evaluation of all statewide marketing programs and initiatives for Lottery promotions, events, experiential marketing, sponsorships, and brand partnerships. The Promotions and Event Marketing Lead will be responsible for the event marketing program, which includes fairs and festivals, experiential, pop-up events, retail events, and product campaign events. This position will lead the development, negotiation, and execution of co-marketing sponsorship and brand partnerships. Under the direction of the Head of Promotions and Retail Marketing, the role of the Promotions and Event Marketing Lead is to work cross-divisionally within the Lottery and with marketing agency partners on the strategic planning, development, implementation, evaluation, and reporting for all promotional programs and initiatives. Duties also include budget planning, analyzing effectiveness of various programs, developing program criteria and key performance indicators, and establishing metrics to measure the promotional marketing initiatives and programs. A key duty of this lead role is to continuously track, discover, and uncover innovative and new opportunities in promotions and event marketing that will achieve set objectives, such as increasing brand awareness, engaging and entertaining consumers, and building brand loyalty. This position is critical to ensuring that the Lottery creates a robust promotional plan that drives sales and maximizes profits to generate supplemental funding for public education.

Job Description

(30%) Essential Functions - (*Promotions and Event Marketing)*: The Lead of Promotions and Event Marketing is responsible for the day-to-day planning, development, and implementation of promotional marketing programs and ongoing Lottery initiatives to meet business objectives, grow playership, increase brand awareness, and build consumer royalty for the Lottery brand and games. The Promotions and Event Marketing Lead works cross-divisionally throughout the Lottery providing daily communications, essential feedback, and directions to staff, internal stakeholders, managers, and marketing agency partners to finalize and implement Lottery promotional programs. A key duty of the Promotions and Event Marketing Lead is to create consumer, retailer, and Lottery product promotions, as well as events, experiential marketing, and co-branded marketing partnerships. These

promotional marketing programs and/or initiatives are designed to motivate consumer engagements and participation with the Lottery brand and games, to attract new players, reward existing and loyal players, encourage product sampling, and grow Lottery playership statewide.

(30%) Essential Functions– (*Implementation, evaluation, and reporting)*: A key duty of this lead is to manage the implementation and activation of promotional programs in a manner that represents and adheres to the Lottery's brand guide and standards. This position will interact with the public in-person at events and during promotions. The Promotions and Event Marketing Lead works closely with internal and external stakeholders, provides consistent communications and directions to effectively manage, implement, and evaluate promotional programs. This position is responsible for providing feedback, direction, and information to marketing agencies and Lottery staff universally to ensure flawless execution of various promotional programs. Attention to detail, creating checklists, constant monitoring of tasks, and ongoing communications with all stakeholders are essential duties of the Promotions and Event Lead. Collaboratively the Lead works with staff to determine the marketing objectives, define target audiences, create strategic approaches, and establish key evaluation metrics to track and measure the effectiveness of these promotional marketing programs. The Lead provides written program recap reports detailing key findings and results; along with future recommendations for improving and advancing the overall promotional and events program.

(20%) Essential Functions – *(Research, industry trends, co-marketing partnerships)*: Research and develop programs to promote the Lottery's product portfolio statewide, while ensuring these promotional programs support and align with the Lottery's business objectives and strategies. A key duty of the Promotions and Event Marketing Lead is to learn and research current trends and innovative approaches and apply these new technologies to promote the Lottery brand and games. Continuously research, study, and analyze current promotional trends and methodology for entertainment brands and consumer products to advance and improve Lottery's annual marketing promotional plan. Identify and secure new business partners to build corporate relationships through co-marketing partnership programs that meet Marketing objectives. Leads the development and implementation of the annual event marketing program which involves partnering and working with national brands and/or regional organizations to introduce Lottery games statewide in an entertaining and attention-grabbing manner. Identifies and secures potential business partners, other strong brands, or entertainment businesses, to build corporate relationships through co-marketing partnership programs that will meet the overall Lottery business objectives. The Promotions and Event Marketing Lead duties include discovering new and innovative promotional marketing opportunities, defining the benefits and value of these new promotional programs, along with possible risks and mitigation tactics to improve consumers impressions and awareness of the Lottery brand and games statewide.

(15%) Essential Functions – (*Budgets, agency management, contract manager):* This position is responsible for determining the promotional and event marketing budget, monitoring ongoing expenses, and foreseeing possible cost-savings opportunities within the programs. It is the duty of the Lead to develop and monitor timelines for promotional programs and track agency performance and deliverables throughout the lifecycle of the promotional programs. The Lead is responsible for developing communication and positioning strategies, preparing assignment briefs for Lottery consumers, retailers, and product driven promotional programs. The Promotions and Event Marketing

Lead will create and present formal promotional presentations to Lottery management and stakeholders for program approval. It is the responsibility of the Lead to oversee the development of collateral marketing materials supporting these promotional initiatives and programs. The Promotions and Event Marketing Lead may perform the duties and functions as the Contract Manager for the promotions and retail marketing agency (Alcone Marketing Group).

(5%) Marginal Functions: Works on special projects as assigned by Staff Services Manager II of Promotions and Event Marketing, the Chief of Consumer Marketing, the Assistant Deputy Director of Marketing, the Deputy Director of Marketing or other managers in the Marketing and Sales Division and 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 promotions and event 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 Promotions and Event Marketing Lead is expected to adhere to the laws, rules, policies, procedures pertaining to civil service employees in general and specifically, to employees of the Lottery.
c. Supervision Exercised and Received: While the Promotions and Event Marketing Lead does not supervise others, they may serve in a lead capacity to Marketing Specialists, Marketing Analysts, vendors, agencies and partners. The Promotions and Event Marketing Lead receives direction from and reports directly to Head of Promotions and Retail Marketing and/or the Chief of Consumer Marketing. With notification of and alignment with the direct supervisor, can be tasked by other Marketing Section managers, the Assistant Deputy Director of Marketing and the Deputy Director of Marketing on other projects.
d. Personal Contacts: Frequent contact with Head of Promotions and Retail Marketing, the Chief of Consumer Marketing, Division Managers and Chiefs, marketing agency staff, all levels of Marketing Division staff. The Promotions and Event Marketing Lead will also have contact with important stakeholders in other divisions that include and is not limited to Business Planning & Research, Legal, Finance, Operations, Legislative & External Affairs, and Public Affairs & Communications.

Physical and Environmental Demands

Use of computer, phone, copier, and other standard office equipment during the workday. Work will be performed inside the office as well as at event locations, District Offices, Lottery warehouses, marketing agency offices, and Lottery retail locations. Travel will be required during the work week as well as on the weekends. The Promotions and Event Marketing Lead will be expected to set up, tear-down, manage, work, and lead the various promotional events during the workweek and on the weekends.

Working Conditions and Requirements

a. Schedule: 8:00am to 5:00pm PST
b. Travel: Required during work week and weekends to manage, and work events.
c. Other: Majority of work conducted in modern, climate-controlled office setting. Overtime by flexing works schedule and travel (including overnight statewide travel) 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. An all-inclusive listing of work requirements. 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