Job Description

Classification: Manager II

Working Title: Head of Digital Channels (Manager II)

Position Number: 358-802-4802-001

Division/Unit: Marketing Division – Engagement & Retention Marketing Unit

Assigned Headquarters: Sacramento Headquarters

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

Job Description Summary

Under the general direction of the Chief of Engagement & Retention Marketing, the Head of Digital Channels (Manager II) provides supervision and managerial direction to the team responsible for the development and maintenance of the Lottery's owned digital channels including the Lottery's websites, official mobile apps, and online digital services. The Head of Digital Channels is responsible for helping to define the Lottery's technology stack, digital services strategy, and digital product development with the goal of leveraging the Lottery's digital channels to provide a digital consumer experience that builds the Lottery brand, drives player engagement and retention, and motivates audiences to play Lottery games to drive sales and generate profits for public education. The Head of Digital Channels oversees the development of the Lottery's websites and mobile apps strategic plans, technical requirements, product development and enhancements, and manages technical vendor relationships to ensure they are consistent with long-term business strategies. The Head of Digital Channels also manages the planning and execution of search engine optimization (SEO), answer engine optimization (AEO) and paid search (SEM) initiatives, along with content marketing strategies and marketing campaigns across the Lottery's owned digital channels. This position provides a high degree of expertise in developing major new programs for the Lottery and directs a team of technical experts on complex digital projects. The Head of Digital Channels works on collaborative initiatives with other Lottery divisions, external partners and vendors to successfully manage, optimize and evolve the user experience (UX) and effectiveness of the Lottery's statewide digital properties and online customer experience.

Job Description

30% (Essential)- Develop, manage, and provide strategic direction to the team responsible for the development and optimization of the Lottery's digital channels including the Lottery's website, the California Lottery official mobile app, search engine optimization (SEO), answer engine optimization (AEO), paid search engine marketing (SEM) and other digital marketing programs. Lead the strategic direction for the Lottery's digital properties and digital services based on analyzing research; defining and applying policies, processes and procedures; preparing forecasts; measuring channel performance; and providing subject matter expertise on new digital trends and best practices in alignment with business objectives. Develop the annual Digital Properties Plan and monitor the performance of the Lottery's digital properties/digital channels throughout the fiscal year, using data and insights to assess channel health, drive growth and engagement, and identify strategic priorities. Oversee development of technical requirements and documentation, gathering input from a variety of internal and external sources, and gain senior management and stakeholder approvals. Champion the

needs of the customer and business objectives throughout the product development process, ensuring that what is delivered meets the original goals of the project. Partner with the Lottery's Information Technology Services Division (ITSD) and third-party developers on planning, implementation and internal communication for product releases and updates. Oversee cross-functional teams and manage collaborative projects with multiple stakeholders at all levels of the organization. Manage the work with third-party developers and ITSD to assure website content and features meet Web Content Accessibility Guidelines (WCAG) for Americans with Disabilities Act (ADA) accessibility compliance. Leverage project management processes, tools and techniques. Partner and work closely with other managers/units in Marketing, the Lottery's Information Technology Services Division (ITSD), other Lottery divisions, third-party technology developers, and other state departments to promote Lottery products in market and support Lottery sales goals, driving cross-functional alignment and tracking success metrics.

25% (Essential)- Manage the team and provide daily supervision to staff responsible for the development and coordination of Digital Properties, including short-term and long-term project planning, digital and mobile marketing roadmaps, channel optimization, best practices, process development and implementation, and reviewing and refreshing embedded functions, processes, and procedures. Responsibilities also include monitoring and managing staff performance, timesheet review, evaluating and calendaring requests for time off, managing staff recruitment and development, and performing employee reviews. Provide coaching to staff and identify opportunities for relevant skill training and professional development. Participate in managerial projects and team leadership initiatives within Marketing and support Marketing's strong team culture and positive work environment.

20% (Essential)- Oversee content strategy for the Lottery's websites and mobile apps to engage players with a best-in-class digital experience. Oversee the team's work on projects with marketing agency partners to develop new content and marketing campaign materials for the Lottery's digital channels, including oversight of design, message development, and copywriting. Provide strategic leadership for digital marketing efforts to deliver exceptional user experience and maximize user engagement. Manage a team of Senior Marketing Specialists, Marketing Specialists and Marketing Analysts in the development of content marketing and digital marketing efforts. Manage the team responsible for the website Content Management System, user experience and content optimization. Provide ongoing oversight, maintain rules of governance and manage projects with third party vendors to make necessary changes. Oversee SEO, AEO and SEM strategies in collaboration with ITSD and vendor partners.

10% (Essential)- Research, evaluate, and develop long-term plans and policies for new digital marketing technology solutions and communication tools. Spearhead analytics and reporting with internal and external partners to understand consumer trends, industry trends, Lottery player data and sales data in crafting strategic recommendations. Review sales analysis and Key Performance Indicators (KPIs) to ensure alignment with the Lottery's strategic plans. Define measurable goals and metrics for product and platform success, bringing a data-driven mindset and framework for Objectives and Key Results (OKRs) and KPIs. Build and continually assess competitive offerings across the gaming, consumer packaged goods (CPG), and retail industries to provide business insights. Identify and recommend business-building opportunities aimed at achieving fiscal year sales, playership goals, and the Lottery's objective of maximizing sales to provide supplemental dollars to education.

10% (Essential)- Participate in the development and implementation of an annual Engagement & Retention Marketing Plan to help meet sales, brand and playership goals to future-proof the Lottery and to capitalize on evolving technology and business needs. Participate in the development of the overall Marketing plan by assisting in the development of key objectives and strategies.

5% (Marginal)- Work on special projects as assigned by the Chief of Engagement & Retention Marketing, the Assistant Deputy Director of Marketing, the Deputy Director of Marketing, and other managers within the Marketing division and other related duties as described.

Scope and Impact

a. Consequence of Error: The Head of Digital Channels (Manager II) exercises judgment in making decisions affecting all aspects of the Lottery's Digital Properties. Poor judgment and decisions can adversely impact the Lottery's sales and image as well as diminish the Lottery's ability to meet sales and playership goals and, thus, education funding goals.
b. Administrative Responsibility: The Head of Digital Channels (Manager II) is responsible for effective and efficient managing, planning, organization and control of the Lottery's Digital Properties. In addition, the Head of Digital Channels (Manager II) will assist in the development of the annual business review, annual marketing plans, and related policies and processes. The Head of Digital Channels (Manager II) is responsible for contract compliance and administrative duties on contracts associated with aspects of the Lottery's Digital Properties and Digital Services. The Head of Digital Channels (Manager II) is also required to adhere to the laws, rules, policies and procedures pertaining to civil service employees in general and specifically to employees of the California Lottery.
c. Supervision Exercised and Received: The Head of Digital Channels (Manager II) receives direction from and reports directly to the Chief of Engagement & Retention Marketing. With notification of and alignment with the direct supervisor, the Head of Digital Channels (Manager II) can be tasked by other Marketing Section managers, the Assistant Deputy Director of Marketing and the Deputy Director of Marketing on other projects. The Head of Digital Channels (Manager II) directly supervises multiple technical positions including one Senior Marketing Specialist, one Marketing Specialist, and one Marketing Analyst II.
d. Personal Contacts: The Head of Digital Channels (Manager II) has regular contact with Marketing Division Chiefs, Marketing Managers, Sales Managers, contracted advertising and promotional agency staff, contracted digital vendors and agencies, and all levels of Marketing staff. Frequent contact is made with the Assistant Deputy Director of Marketing, the Deputy Director of Marketing, Executive Office, Public Affairs & Communications, Security and Law Enforcement Division, Legal, the Information Security Office, Business Planning, and ITSD staff.

Physical and Environmental Demands

Employee will be required to sit at a desk, use electronic computer equipment and mobile devices, and be on camera as needed for virtual meetings.

Working Conditions and Requirements

a. Schedule: Monday-Friday, 8:00 am to 5:00 pm
b. Travel: Occasional
c. Other: Work during evenings or weekends may be occasionally 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.