



Duty Statement

Sales & Marketing Division

Assistant Deputy Director, Sales
(CEA B)

358-706-7500-911

As a member of the Sales and Marketing Division executive management team, the Assistant Deputy Director, Sales is responsible for assisting the Deputy Director 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. The Assistant Deputy Director, Sales serves as a technical resource and is responsible for all sales and distribution activities for a growing network of retail locations; works closely with the Lottery Marketing team to ensure alignment between marketing strategies and sales implementation; and provides leadership, management and supervision to the Sales Section of the Sales & Marketing Division.

A. Essential Functions

- 40% Plan, formulate, implement and evaluate division policies and programs to ensure that sales are maximized, and efficiencies are achieved. This may include, but is not limited to, allocation and development of divisional staffing and operational resources; overarching communication strategies for internal and external customers; special sales growth programs (e.g. consumer and retailer promotional programs); player engagement and loyalty strategy development; retailer development and retention programs; development of Sales operational policies; procedures and related support materials that have impact on the Sales Section of the Sales & Marketing Division.
- 20% Provide strategic leadership to the Sales Section of the Sales & Marketing Division. Through subordinates, establish and oversee the statewide sales goals including quota/incentive programs for both the Sales Section of the Sales & Marketing Division and the retailer base. This may include, but is not limited to, the development of sales strategies and plans; the coordination and implementation of marketing and sales promotional programs; development and implementation of division information security and employee safety programs; developing programs to assess and minimize retailer risks; overseeing implementation of sales and point of sale marketing plans; and developing programs to assess and minimize retailer risks.
- 20% Provide personnel management including the development of performance objectives statewide, identification of personnel strategies to maximize staff performance, development of critical manager mentoring and succession planning programs;

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representation of the Division on issues surrounding harmonious labor relations; and development and implementation of monetary incentives for staff that comply with applicable bargaining unit agreements and the Dills Act.

- 10% Assist the Deputy Director and Lottery Director in the development and recommendation of corporate strategies to educate and build relationships with key stakeholders.
- 10% Assist in the development of the Division's business plans and operational policies. Lead and direct the Sales Section of the Sales & Marketing Division through the budget and business review and planning process.

B. Marginal Functions

None.

C. Supervision Received

The Assistant Deputy Director, Sales receives direction from the Deputy Director of Sales and Marketing.

D. Supervision Exercised

The Assistant Deputy Director, Sales is responsible for the Sales Section of the Sales & Marketing Division with direct supervisory responsibility for the managers within the Sales Section.

E. Administrative Responsibility

The Assistant Deputy Director, Sales is responsible for ensuring the Sales Section of the Sales & Marketing Division maintains an adequate retailer network in order to provide annual increases in sales and revenue for education. Responsibility includes coordination of the retailer network development, management of ticket distribution, and maintenance of key account programs for large chain retailers.

F. Personal Contacts

The Assistant Deputy Director, Sales will have frequent contacts with high level officials from lotteries in other states, retailer associations, individual retailers, legislators, and other members of senior staff. Contact will also include staff at all levels throughout the Lottery, the public, and vendors/contractors.

G. Actions and Consequences

Failure to perform the functions of this position with complete honesty and integrity may result in the reduction of sales, which will directly impact the funding provided for public education. The programs administered by this position directly affect the ability of the Lottery to achieve its primary mission. The Lottery is the second largest lotteries in the United States, as such there is substantial local, statewide and national media interest

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in the Sales Section of the Sales & Marketing Division’s achievements related to the sale of Lottery products. There is also substantial legislative interest in the methods and activities of the Sales Section of the Sales & Marketing Division achieving Lottery goals due to the impact supplemental funds have on California’s education budget, as well as responsible gaming concerns. Because of the potential rewards of winning a Lottery jackpot, there is a great deal of public interest. The economic effect on California’s business community is also cause for interest by various business associations.

H. Other Information

The Assistant Deputy Director, Sales must have knowledge of the principles, practices and trends in business to business sales, product marketing, merchandising and business administration; marketing, distribution management, and strong verbal and written communication skills. Experience is also needed in developing and directing the implementation of policies, programs, and procedures needed to manage a diversified statewide wholesale sales operation. Knowledge of the organization and functions of California state government, laws, rules, regulations, and policies governing operations of the Lottery and the sale of Lottery products is required. Also, knowledge of the principles, practices and trends of public administration, labor relations and management is needed. Techniques of organization, program development, program evaluation, methods of administrative problem solving, and principles and practices of policy formulation and development are critical aspects of successfully performing the duties of this position. The incumbent must also have knowledge of state personnel, budget and related administrative procedures, affirmative action programs and objectives, including the manager’s role in the affirmative action process.

I. Job Requirements

Activities required to perform the essential functions of this position include the ability to sit, talk, hear, type, read, write, follow, and comprehend written instructions.

Supervisor’s Signature

Date

I have read and understand the assigned duties as described above.

Signature of Incumbent

Date