

**Duty Statement**

**SALES AND MARKETING DIVISION**

**Product Development**

**MARKETING Analyst ii**

**358-703-9068-914**

Under the direct supervision of the Chief of Product (CEA A) and the lead of a Senior Marketing Specialist or Marketing Specialist, the Marketing Analyst II is responsible for the development, design and introduction of Scratchers® games. The Marketing Analyst II works as the full journey person on the Product team responsible for the review and execution of working papers and at times becomes the liaison between vendor and internal Lottery divisions in the start and ending of games. This position is also responsible for providing analytical support for various assignments in the Product Development Unit within the Sales and Marketing Division. The incumbent will also serve as contract administrator for the Scratchers contracts and will assist in the development of game presentations to Lottery management.

1. **Essential Functions**

45% Coordinates the development of assigned Scratchers games based on strategies outlined in the Product Plan; finalizes game tactics and game specifications such as prize structure, play symbols, special features and playstyle; and reviews ticket graphics and game designs to ensure product strategies are being followed. The incumbent works with various departments within the Lottery and the ticket vendor to develop game specifications and review working papers. Incumbent will coordinate ongoing tasks for the Lottery including end-of-game fulfillment and test game production, as well as developing ongoing deliverables such as the Scratchers schedule and monthly retailer ticket placement plans to maximize sales for all retailer types.

30% The Marketing Analyst II will be the contract administrator for the Scratchers printing contracts. The duties will include, but not be limited to, preparing monthly billing reports, processing invoices, entering invoices into e-procurement, resolving disputes, verifying contract balances, monitoring and maintaining financial contract compliance and audit accountability, providing expenditure analysis for contract accruals, preparing reports, and making recommendations to management on the forecasting of expenditures relative to the multi-million dollar Scratchers games production budget. The incumbent will also research, analyze and prepare reports and other documents in response to ongoing Scratchers contract audit requirements; maintain the contract manager’s files and Scratchers game files in compliance with contract terms and prepare appropriate contract correspondence as needed.

20% Reviews Scratchers game specifications for clarity and vendor compliance. Coordinates the review and approval of how-to-play instructions and other game information that will be used via the Lottery communication devices (i.e., mobile app, social media and website). Ensures that the consumer and retailer communication pieces are technically correct and emphasizes key communication points. Prepares and conducts presentations to internal staff on games and marketing strategies. Works on other product marketing projects as needed.

**B. Marginal Functions**

5% Acts as the back-up for other staff on various product related projects such as reviewing Game Profiles; updating or proofing game parameter information (odds, start dates, etc.) in the Gaming System; working with Scratchers vendors on issues such as production problems or delivery schedules; supporting draw game related projects. Disseminates game information and works with ITSD on projects to ensure unit needs are being met. Works on special projects as assigned.

**C. Supervision Received**

The Marketing Analyst II is directly supervised by the Chief of Product (CEA A). On some projects, the Senior Marketing Specialist or the Marketing Specialist in the Product Development Unit may act as lead.

**D. Supervision Exercised**

None.

**E. Administrative Responsibility**

The incumbent 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.

**F. Personal Contacts**

The Marketing Analyst II will have daily contact with Sales and Marketing Division staff, select Lottery staff in Security, ITSD, Corporate Communications and Finance Divisions, as well as the Scratchers Ticket and Gaming System vendors. The incumbent will also have frequent contact with the Assistant Deputy Director of Marketing and the Deputy Director of Sales & Marketing, along with staff in the Executive office and Legal Division.

**G. Actions and Consequences**

Lack of oversight on the Scratchers ticket contracts could result in failure to receive tickets within the necessary timeframes, legal requirements, quality standards, and other contract requirements that could potentially result in lost sales and legal complications. A lack of communication between Lottery divisions, impacted by ticket production or by various aspects of ticket production could lead to problems for the Lottery, resulting in lost staff time and the costly replacement or reprinting of Scratchers tickets.

**H. Other Information**

The Marketing Analyst II must have excellent interpersonal and communication skills, understand basic marketing principles, be detail-oriented, be a self-starter, and possess the ability to handle multiple priorities and projects.

**I. Job Requirements**

Activities required to perform the essential functions of the position include the ability to sit, talk, hear, see, type, read, write and comprehend written instructions, manuals and correspondence, and reason logically.

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Signature of Supervisor Date

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

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Signature of Incumbent Date

**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.

Yes No

\_\_\_ \_\_\_ Can you perform the essential functions of the position with or without reasonable accommodation?

If reasonable accommodation is necessary, please complete a Reasonable Accommodations Request Form (CSL1064).

\_\_\_ \_\_\_ Do you have any other physical or mental conditions that may prohibit you from performing the essential functions of the position?

If yes, please identify which functions you cannot perform:

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Print Name

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Signature Date