



Marketing Analyst 1, CA State Lottery

Marketing Analyst 2, CA State Lottery

Exam Code: PB132

Department: California State Lottery

Exam Type: Departmental Open

Final Filing Date: Continuous

CLASSIFICATION DETAILS

Marketing Analyst 1 – \$3,571.00 \$5,360.00 per month

Marketing Analyst 2 – \$5,149.00 - \$6,446.00 per month

View [the Marketing Analyst Series classification specification](#)

APPLICATION INSTRUCTIONS

Final Filing Date: Continuous

Who Should Apply

Applicants who meet the minimum qualifications as stated on this bulletin may apply for and take this examination.

Once you have taken this examination, you may not retake it for **twelve (12)** months.

How To Apply:

The link to connect to the Training and Experience Evaluation is located farther down on this bulletin in the “Taking the Exam” section.

Special Testing Arrangements:

If you require assistance or alternative testing arrangements due to a disability, please contact the testing department listed in the Contact Information section of this bulletin.

MINIMUM QUALIFICATIONS

All applicants must meet the education and/or experience requirements as stated on this exam bulletin to be accepted into the examination. Part-time or full-time jobs, regardless of whether paid or volunteer positions, and inside or outside California state service will count toward experience.

Education: The following education is required when non-State experience is used to qualify at any level:

Equivalent to graduation from an accredited college or equivalent degree approved by the Council for Private Postsecondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing or communications. (Additional qualifying experience may be substituted for education on a year-for-year basis.)

Candidates who are within six months of satisfying either the education or experience requirement for these classes will be admitted to the examination, but they must fully meet the requirement before being appointed to the class.

(Possession of a Master's Degree in Business Administration from an accredited college or equivalent degree approved by the Council for Private Postsecondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing, may be substituted for one year of experience under the open pattern.)

MARKETING ANALYST1, CALIFORNIA STATE LOTTERY

Either I

Eighteen months of experience in the California state service performing professional or technical consumer marketing duties involving research, analysis, public relations, consumer/trade promotions, advertising, media, or related areas. This experience must be in a class at a level of responsibility equivalent to a Management Services Technician, Range B.

Or II

One year of progressively responsible experience in a large organization performing professional or technical consumer marketing duties involving research, analysis, public relations, consumer/trade promotions, advertising, media, or related areas.

MARKETING ANALYST 2, CALIFORNIA STATE LOTTERY

Either I

One year of experience performing the duties of a Marketing Analyst I, California State Lottery, Range B

Or II

Two years of progressively responsible experience in a large organization performing professional or technical duties in consumer marketing, such as new product development and analysis, advertising, consumer/trade promotion, research, market and sales forecasting, consumer-oriented public relations, or closely related areas. (Experience in the California state service applied toward this requirement must include at least one year performing the duties of a class at a level of responsibility not less than that of a Marketing Analyst I, California State Lottery, Range B.)

POSITION DESCRIPTION

Marketing Analyst, 1 California State Lottery

This is the entry/training and first working level in the series. Incumbents receive training and perform work of average difficulty and complexity in the planning, development, and evaluation of short-term marketing projects such as point-of-sale execution, consumer promotions, game implementation, and geographic sales analysis.

Marketing Analyst, 2 California State Lottery

This is the full journey person level in this series. Under direction, incumbents perform the more difficult marketing analytical work and provide consulting services to management or others. Responsibilities primarily encompass the planning, development, execution, and evaluation of midterm marketing projects such as point-of-sale strategy, designing tests of consumer promotions, and providing copy and media review and game design work.

EXAMINATION SCOPE

This examination consists of the following components:

Training and Experience Evaluation – Weighted 100% of the final score.

The examination consists solely of a **Training and Experience Evaluation**. To obtain a position on the eligible list, a minimum score of 70% must be received. Applicants will receive their score upon completion of the Training and Experience Evaluation process.

In addition to evaluating applicants' relative knowledge, skills, and ability, as demonstrated by quality and breadth of education and/or experience, emphasis in each exam component will be measuring competitively, relative job demands, each applicant's:

Knowledge and Abilities

All Levels:

Knowledge of: Principles of product marketing, merchandising, sales, and project management techniques; principles and practices of business administration and management; budgeting techniques and tracking methods; and analytical methods and techniques used for problem identification, data gathering, data analysis, and decision making.

Ability to: Establish and maintain constructive relationships with external contractors and internal support staff; develop and maintain effective sales and expenditure tracking reports; reason logically and creatively, utilizing a variety of analytical techniques to develop and evaluate alternatives; effectively contribute to new business-building opportunities based on product's objectives and strategies; communicate effectively both orally and in writing; and a high degree of tact.

Marketing Analyst, 2 California State Lottery

Knowledge of: In addition to the above, the law, rules, regulations, policies, and procedures governing the operations of the California State Lottery and the sale of Lottery products.

Ability to: In addition to the above, work independently; and develop a complete fact base for evaluating program issues, draw sound conclusions, and develop practical action plans.

ELIGIBLE LIST INFORMATION

A departmental, open eligible list for the **Marketing Analyst, 1 California State Lottery and Marketing Analyst, 2 California State Lottery** classifications will be established for the **California State Lottery**.

The names of **successful** competitors will be merged onto the eligible list in order of final score regardless of exam date. Eligibility expires **twelve (12) months** after it is established. Applicants must then retake the examination to reestablish eligibility.

Career Credits **will not** be added to the final score for this exam, because it does not meet the requirements to qualify for Career Credits.

EXAMINATION INFORMATION

[Preview of the Marketing Analyst, 1 & Marketing Analyst, 2 California State Lottery Training and Experience Evaluation](#)

PREPARING FOR THE EXAMINATION

Here is a list of suggested resources to have available prior to taking the exam.

Employment History: Employment dates, job titles, organization names and addresses, names of supervisors or persons who can verify your job responsibilities, and phone numbers of persons listed above.

Education: School names and addresses, degrees earned, dates attended, courses taken (verifiable on a transcript), persons or office who can verify education, and phone numbers of persons or offices listed above.

Training: Class titles, certifications received, names of persons who can verify your training, and phone numbers of persons listed above.

TAKING THE EXAMINATION

Take [the Marketing Analyst, 1 & Marketing Analyst, 2 California State Lottery examination](#)

TESTING DEPARTMENTS

State of California (all State of California departments)

CONTACT INFORMATION

If you have any ***technical*** questions concerning this examination bulletin, please contact:

California Department of Human Resources
Attn: Examination Services
1515 S Street
Sacramento, CA 95811
Phone: 1-866-844-8671
California Relay Service: 1-800-735-2929 (TTY), 1-800-735-2922 (Voice)

If you have any administrative questions concerning this examination bulletin, including provision of reasonable accommodation for this testing process, please contact:

State Lottery
Examination Unit
PO BOX 2630
Sacramento, CA 95812
916-822-8146

TTY is a Telecommunications Device for the Deaf, and is reachable only from phones equipped with a TTY Device.

EQUAL OPPORTUNITY EMPLOYER

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right of family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding, and related medical conditions), and sexual orientation.

DRUG-FREE STATEMENT

It is an objective of the State of California to achieve a drug-free State work place. Any applicant for State employment will be expected to behave in accordance with this objective, because the use of illegal drugs is inconsistent with the law of the State, the rules governing civil service, and the special trust placed in public servants.

GENERAL INFORMATION

Examination and/or Employment Application (STD 678) forms are available at the California Department of Human Resources, local offices of the Employment Development Department, and through your [CalCareer Account](#).

If you meet the requirements stated on this examination bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described in this bulletin will be rated against a predetermined job-related rating, and all applicants who pass will be ranked according to their score.

The California State Lottery reserves the right to revise the examination plan to better meet the needs of the service, if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service laws and rules and all applicants will be notified.

General Qualifications: Applicants must possess essential personal qualifications including integrity, initiative, dependability, good judgement, the ability to work cooperatively with others, and a state of health consistent with the ability to perform the assigned duties of the class. A medical examination may be required. In open examinations, investigation may be made of employment records and personal history and fingerprinting may be required.

Eligible Lists: Eligible lists established by competitive examination, regardless of date, must be used in the following order: 1) sub-divisional promotional, 2) departmental promotional, 3) multi-departmental promotional, 4) servicewide promotional, 5) departmental open, 6) open. When there are two lists of the same kind, the older must be used first. Eligible lists will expire in one to four years unless otherwise stated on the bulletin.

High School Equivalence: Equivalence to completion of the 12th grade may be demonstrated in any one of the following ways: 1) passing the General Education Development (GED) Test; 2) completion of 12 semester units of college-level work; 3) certification from the State Department of Education, a local school board, or high school authorities that the competitor is considered to have education equivalent to graduation from high school; or 4) for clerical and accounting classes, substitution of business college work in place of high school on a year-for-year basis.