

CA State Lottery

DUTY STATEMENT

(New/Revised 12/2020)

PROPOSED

CURRENT

	EFFECTIVE DATE
DIVISION/UNIT SALES/MARKETING	POSITION NUMBER (Agency – Unit – Class – Serial) 358 -713 - 1790 - 004
WORK LOCATION Fresno	CLASS TITLE DSR
INCUMBENT NAME	WORKING TITLE DISTRICT SALES REPRESENTATIVE

The Lottery is dedicated to implement the public's mandate to maximize supplemental funding for public education through the responsible sale of lottery products."

Brief Job Description:

Under the direction of the District Sales Supervisor (DSS) or Lottery Sales Manager (LSM), the District Sales Representative (DSR) serves as the liaison in field contacts between the Lottery and authorized Lottery Retailer accounts within an assigned geographic area (determined by postal zip codes). The DSR drives to retail locations and conducts field service visits to Lottery Retailers within their assigned territory each day to ensure direct contact is maintained with retailers and to provide assistance and guidance to maximize sales/marketing of Lottery products. DSR staff help the Lottery meet our mission to maximize supplemental funding for public education within the State of California. Incumbents must possess a valid California driver's license and drive safely and responsibly.

% of time performing duties	Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first. ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned. MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.
35%	<p>ESSENTIAL FUNCTIONS</p> <p>Make professional sales calls to an established retailer base in an assigned territory. Provide business reviews to Retailers on a periodic basis to guide them in the best sales strategies for their clientele and ensures the Lottery can maximize sales and meet its mission. Continuously build the relationship with Lottery Retailers to gain support for special promotions. Distribute Point of Sale (POS) material and provide merchandising expertise. Ensure current POS campaigns are visible to players to stimulate sales to increase market share. Interact with players to answer questions and explain how Lottery Draw and Scratchers games are played. Resolve retailer or Lottery player concerns/complaints or direct them to the appropriate area or individual for resolution. During Change of Ownership (CHOW), ensure all application paperwork is completed accurately and submitted in a timely manner. Develop marketing plans for retailers; set up an effective point of sale display; analyze marketing data and recommend a variety of methods to increase sales; ensure new Retailers are trained to sell Lottery products and answer any questions; maintain good public relations with assigned Retailers, the public and associates; use tact and good judgment in dealing with the public and other employees and communicate effectively. Maintain a valid California Class C driver's license and ensure the ongoing maintenance and safe operation of assigned vehicle.</p>
25%	<p>Monitor all Retailer Scratchers inventory for time activated/settled packs, use current procedures and processes to complete the return of excess product to the Lottery and ensure the Retailer has received proper credit to their account. Distribute packs of Scratchers tickets to Retailers on an as-needed basis from vehicle trunk stock to eliminate out-of-stock situations. Monitor and ensure that new Scratchers games are active and displayed for sale in a timely manner. Collect all End of Game (EOG) and Zero Top Prize (ZTP) inventories when determined and obtain sign-off signatures to ensure that the players can purchase current Scratchers games with the best chance of claiming a prize.</p>
20%	<p>Maintain an adequate supply of POS, display equipment, Scratchers inventory, forms and other needed tools in the assigned state vehicle to perform the functions of a DSR. Attend monthly staff meetings and complete assigned monthly reports. Complete assigned training modules/classes by assigned due date. Maintain accurate vehicle mileage/maintenance logs and record in the appropriate documents. Take care of assigned state vehicle and complete scheduled maintenance procedures, oil changes, tires, brakes, etc. Maintain awareness of all policy updates, procedures, form revisions including the Retailer Application. Refer questions or concerns to supervisor or manager.</p>
15%	<p>Utilize assigned electronic devices, record all pertinent sales/visit information in the current customer relationship management (CRM) tool. Ensure retailer contact information is current and route all new accounts in route order.</p>

5%	<p>MARGINAL FUNCTIONS</p> <p>Look for opportunities to supply qualified potential lead information to the appropriate District Recruiter, DSS and Sales Retention to enable the Lottery to establish new retailers. Ensure availability for prospective retailers' questions and possible visit during on-boarding process. Other job-related duties as assigned.</p>
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SUPERVISION RECEIVED:
 The District Sales Representative receives supervision from and reports directly to the District Sales Supervisor or in his/her absence, the Lottery Sales Manager.

SUPERVISION EXERCISED:
 None.

TYPICAL PHYSICAL DEMANDS:
 Demonstrate physical strength and dexterity necessary to perform the essential duties of the position. Lift and/or carry up to 30 lbs., push/pull (Weight up to 50 lbs.) Constantly operates a Lottery-assigned vehicle. Prolonged sitting in car. Ability to move in and out of vehicle and retail stores. Constantly may need to bend, stretch and reach.

TYPICAL WORKING CONDITIONS:
 Work independently. This position performs work primarily in the field and only occasionally works in an office environment. Must be able to travel by car and safely operate a vehicle. Travel and drive time between retailers can range from 60 to 80% of the day. Constantly works in outdoor weather conditions.

PERSONAL CONTACTS:
 The District Sales Representative will have daily contact with Lottery retailers and customers (the public) in the course of making professional sales calls (field visits). The District Sales Representative will have daily contact with District Office management and support staff. In addition, contact with the assigned Lottery Ticket Sales Specialist (LTSS) and other Headquarters departments to resolve retailer issues or concerns as needed.

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 to otherwise balance the workload.

To be reviewed and signed by the supervisor and employee:

SUPERVISOR'S STATEMENT:

- I HAVE DISCUSSED THE DUTIES AND RESPONSIBILITIES OF THE POSITION WITH THE EMPLOYEE
- I HAVE SIGNED AND RECEIVED A COPY OF THE DUTY STATEMENT

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE SIGNED
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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'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE SIGNED
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CA State Lottery Duty Statement Instructions

(New/Revised: 12/2020)

Effective Date: Enter effective date of duty statement. This date reflects the date the duty statement was created, updated, or reviewed for continued accuracy of tasks.

Division/Unit: Enter the Division/Unit name where the position resides in the Lottery organization.

Position Number: Enter the full position number assigned as shown on the department's organization chart (e.g., Agency: 358, Unit: 031, Class: 5157 (SSA), Serial: 001: [358-031-5157-001]).

Work Location: Enter the physical location where the employee will work (e.g., Sacramento Headquarters, Fresno District Office (Fresno DO), Northern Distribution Center, etc.).

Class Title: Enter the legal class title of the position (e.g., Office Technician (Typing), Staff Services Analyst, District Sales Representative, etc.)

Incumbent Name: Employee's full name.

Working Title: Enter the working title of the position, if different from the legal class title.

Brief Job Description: Enter a brief description of duties to be performed such as: Under the supervision of the Staff Services Manager I the incumbent is responsible for *ADD A BRIEF SUMMARY OF DUTIES*.

NOTE: To determine the level of supervision received (e.g., under direct supervision, direction, etc.), refer to the class specification or contact your C&P analyst.

Percentage of Time Performing Duties: Enter the percentage of time the incumbent will spend performing each group of essential and marginal functions. NOTE: Percentages must be in descending order with largest percentage of duties at the top. Percentages must not be less than 5% of time. Total of all percentages cannot exceed 100%.

Essential Functions: These duties are why the position exists. The employee must be able to perform the essential duties of the position with or without a reasonable accommodation. Ensure duties assigned to the position are appropriate for the classification and group similar tasks together. Explain **WHAT** the task or duty is to be performed, **WHY** the task is being performed, **WHAT GOAL** is being achieved, and **WHERE/WHEN** is the task done if relevant to the working conditions of the job.

- Example: Meet with retailers (**WHAT**) monthly in the field at the retailer's place of business (**WHERE/WHEN**) to determine Lottery Scratcher needs (**WHY**) and ensure supply/demand needs are met (**WHAT GOAL**)

NOTE: Spell out acronyms. Typically, acronyms are created by a department for division/unit names or other words that are used frequently within the department. These acronyms are not well known throughout all departments within the State of CA or to the general public. Job applicants and/or new employees will not be familiar with these acronyms or understand their meaning, therefore, acronyms should be spelled out in duty statements (and Job Bulletins).

Marginal Functions (Second Page): These are additional duties that are incidental or a minimum part of the job. These duties can be redistributed among other staff. Additionally, if you list 'Other duties as assigned', you must indicate what the other duties might entail (e.g., Other duties as assigned such as assisting other staff as needed, or assist with special projects as assigned, etc.) This percentage must be included in the total of all percentages which cannot exceed 100%.

Position Number: Enter the full position number assigned as shown on the department's organization chart (e.g., Agency: 358, Unit: 031, Class: 5157 (SSA), Serial: 001: 358-031-5157-001).

Supervision Received: List the classification and/or title of the person this position receives supervision from (e.g., The *Staff Services Analyst* receives supervision from the *Revenue Collections Manager, Staff Services Manager I*).

Supervision Exercised: Enter classifications supervised by incumbents (e.g., None if they do not supervise, or Provides supervision to subordinate manager and analytical staff, etc.)

Typical Working Conditions: Enter the physical characteristics/surroundings of the job that make specific demands of an employee's capacity. These may describe physical or mental abilities required to perform the essential functions of the job (e.g., Occasional overnight travel (10%), work in a high-rise building, work in a fast-paced environment, etc.). Additionally, verbs such as walk, talk, see, hear, etc., should not be included as they are not ADA compliant.

Personal Contacts: Enter contacts the incumbent will frequently have (e.g., public, other state offices, control agencies, Governor's offices, other State's, etc.).

Supervisor's Name, Signature, & Date: Supervisor enters name, signature, & date acknowledging they discussed the duties and responsibilities of the position with the employee.

Employee's Name, Signature, & Date: Employee enters name, signature, & date acknowledging duties were discussed with the supervisor, they are able to perform the essential functions listed in the duty statement with or without reasonable accommodation, and they may be asked to perform other duties as assigned within current classification including work in other functional areas as business needs require.