



Classification: Senior Marketing Specialist

Working Title: Senior Brand Marketing Manager

Position Number: 358-705-9073-002

Division/Unit: Sales & Marketing/Consumer Marketing

Assigned Headquarters: Sacramento

Position Eligible for Telework (Yes/No): Yes

Job Description Summary

Under the general direction of the Chief of Consumer Marketing and the Staff Services Manager II (SSM II) of Brand Strategy & Integrated Marketing, the Senior Brand Marketing Manager (Senior Marketing Specialist) leads the development and implementation of the Lottery's marketing strategies and programs that drive brand growth, support product launches, and achieve the Lottery's business objectives. The Senior Brand Marketing Manager is responsible for the development of brand strategy and integrated marketing plans, in collaboration with marketing agencies and cross-functional teams within Marketing to identify opportunities to evolve the brand, build and deliver innovative campaigns, and optimize the Lottery's integrated marketing planning and execution. The Senior Brand Marketing Manager acts as a lead for the Brand Strategy & Integrated Marketing (BSIM) team and the Lottery's marketing agencies. The position leads campaign development from strategy to final creative production including, but not limited to, spearheading the development of key art and creative assets for traditional and digital channels such as TV, video, radio, streaming audio, out-of-home, digital advertising, social media, retail marketing, events/experiential marketing, sponsorships, and Lottery's owned channels and platforms. The Senior Brand Marketing Manager reviews and makes recommendations on paid media plans and media buys, assuring paid media recommendations are effective and align with strategic goals and target audiences. The Senior Brand Marketing Manager is an independent specialist who performs the most difficult, complex, and critical marketing work, assuming responsibility for major activities central to the brand and mission of the Lottery. This position may also act as a contract manager for some of the Lottery's marketing agency contracts and is responsible for making recommendations on program budgets and managing advertising expenditures.

Job Description

(30%) Essential - Brand Marketing: The Senior Brand Marketing Manager is responsible for leading the day-to-day planning, development and implementation of brand strategy and integrated Marketing plans, working cross functionally with internal staff and marketing agency partners to develop and implement fully integrated omnichannel marketing campaigns that ladder up to business objectives and plans. The Senior Brand Marketing Manager acts as the subject matter expert on Lottery products, player/consumer segments, the California marketplace, marketing and media trends. This role will assign work, lead and provide coaching to other staff members on projects, initiatives and programs from concepting to final production. This includes leading staff to develop, write, edit and finalize required documents for marketing campaigns or other initiatives (i.e., Project Strategy Platforms; Assignment Briefs; etc.). The Senior Brand Marketing Manager is responsible for optimizing the Lottery's integrated marketing program and operations and identifying new marketing opportunities. The Senior Brand Marketing Manager ensures deliverables are on-time and within budget.



Integrated marketing campaigns may include but are not limited to marketing channels such as: TV, video, radio, streaming audio, out-of-home, digital advertising, social media, retail marketing, events/experiential marketing, sponsorships, and Lottery's owned channels and platforms.

(30%) Essential – Production, Research and Agency Management: The Senior Brand Marketing Manager manages the creative production process for advertising and marketing assets. Reviews and evaluates marketing agency creative and media plan materials (layouts, scripts, storyboards, animatics, casting recommendations, media plans and buys, etc.) and provides perspective and recommendations on the proposed materials. Leads creative review meetings to evaluate assets and ensure creative direction and campaign details deliver on approved strategies. Gathers feedback and obtains required approvals from marketing management, legal, and other stakeholders. Communicates feedback, revisions and direction to marketing agencies. Works to optimize and assure excellent agency partnerships, performance and deliverables, including providing quarterly agency evaluations and recommendations for improvement. Acts as client lead on focus group research, consumer research, and media-mix modeling.

(20%) Essential - Media Planning: Works closely and collaborates with marketing agencies, media agencies and internal partners to develop and review strategic media plans. The Senior Brand Marketing Manager evaluates media plans and tactics, tracks expenditures, authorizes media estimates, and approves media plans. Reviews post-campaign performance reports and ad tracker research to understand media effectiveness and opportunities for improvement, evolution or efficiencies.

(15%) Essential - Marketing Agency Contracts: The Senior Brand Marketing Manager may act as the contract manager or designee for assigned marketing agency contracts. Responsible for managing and making recommendations on program budgets and managing related expenditures. Responsible for reviewing and approving estimates and invoices after media plan approvals. As needed will lead and contribute to marketing agency solicitations and request for proposal (RFP) projects.

(5%) Marginal - Works on special projects as assigned by the Staff Services Manager II of Brand Strategy & Integrated Marketing, the Chief of Consumer Marketing, the Assistant Deputy Director of Marketing, the Deputy Director of Sales & Marketing, or other managers in the Sales & Marketing Division.

Scope and Impact

- a. **Consequence of Error:** Exercises judgement in making decisions affecting all aspects of the Lottery's marketing and advertising. Poor judgment and bad decisions can adversely impact the Lottery's sales, brand, public image, and reputation and could severely impact the Lottery's ability to meet annual sales and playership goals and, thus, education funding goals.
- b. **Administrative Responsibility:** The Senior Brand Marketing Manager is expected to adhere to the laws, rules, policies, and procedures pertaining to civil service employees in general and specifically, to employees of the Lottery.
- c. **Supervision Exercised or Received:** While the Senior Brand Marketing Manager does not supervise others, they may serve in a lead capacity to Marketing Specialists, Marketing Analysts, vendors, agencies and partners. The Senior Brand Marketing Manager receives direction from and reports directly to the Staff Services Manager II of Brand Strategy and Integrated Marketing and/or the Chief, Consumer Marketing. With notification of and alignment with the direct supervisor, can be tasked by other Marketing Section managers, the Assistant Deputy Director of Marketing and the Deputy Director of Sales & Marketing on other projects.



- d. Personal Contacts: The Senior Brand Marketing Manager will have frequent contact with the Staff Services Manager II of Brand Strategy & Integrated Marketing, the Chief of Consumer Marketing, Division Managers and Chiefs, contracted agency staff, all levels of Sales & Marketing Division staff. The Senior Brand Marketing Manager will also have contact with important stakeholders in other divisions that include and is not limited to Business Planning & Research, Legal, Finance, Operations, Legislative & External Affairs, and Public Affairs & Communications.

Physical and Environmental Demands

Use of computer, phone, copier, and other standard office equipment during the workday. The majority of work can be performed seated or standing at an assigned workstation; occasionally may need to travel to meet with advertising agencies, attend TV commercial shoots, radio recordings, assist with transporting files, supplies, and other workplace equipment as needed.

Working Conditions and Requirements

- a. Schedule: 8:00am to 5:00pm PST
- b. Travel: Moderate; Requires periodic travel to meet with advertising agencies, attend consumer research groups, attend TV commercial shoots, attend other production sessions, or to work on marketing projects
- c. Other: Majority of work conducted in modern, climate-controlled office setting; overtime and travel (including overnight statewide travel) may be required.

Effective Date: 10/1/24

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.

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