



**Classification: Marketing Specialist**

**Working Title: Brand Marketing Manager**

**Position Number: 358-705-9069-002**

**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 **Brand Marketing Manager** (Marketing Specialist) leads the development and implementation of various marketing strategies and is responsible for major project areas, including executing various Lottery marketing strategies, programs and promotional campaigns that drive brand growth, support product launches, and achieve the Lottery's business objectives. The Brand Marketing Manager is a skilled marketing professional who participates in 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 implementation. The Brand Marketing Manager leads Brand Strategy & Integrated Marketing (BSIM) staff on initiatives including, but not limited to, campaigns from project development to final creative production including working with agencies to develop key art and creative assets for integration across 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 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 Brand Marketing Manager is an independent marketing specialist with responsibility for critical marketing work and leads staff to complete 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 Brand Marketing Manager is responsible for participating in the day-to-day planning and development 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 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 lead other staff members on projects, initiatives and programs from concepting to final production. This includes developing, writing, editing and finalizing required documents for marketing campaigns or other initiatives (i.e., Project Strategy Platforms; Assignment Briefs; etc.). The Brand Marketing Manager is responsible for optimizing the Lottery's integrated marketing program and operations and identifying new marketing opportunities. The 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 Brand Marketing Manager handles the day-to-day 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 ensure excellent agency partnerships, performance and deliverables, including providing quarterly agency evaluations and recommendations for improvement. Participates in and helps lead focus group research, consumer research, and media-mix modeling planning.

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

**(15%) Essential - Marketing Agency Contracts:** The Brand Marketing Manager may act as the contract manager or designee for assigned marketing agency contracts. Responsible for tracking, managing and making recommendations on program budgets and managing related expenditures. Responsible for reviewing and approving estimates and invoices after media plan approvals. Responsible for compiling and providing feedback to contracted marketing agencies on their performance and work, to assure the Lottery is receiving best in class agency work, deliverables, and that the agency partnership is successful. May lead and/or 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 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 Brand Marketing Manager does not supervise others, they may serve in a lead capacity to Marketing Specialists, Marketing Analysts, vendors, agencies and partners. The 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 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 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: Add once DS is final**

**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.



**Job Description**

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\_\_\_\_\_  
**Employee Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Date**