



Job Description I Duty Statement

Classification: Career Executive Assignment (CEA-A)

Working Title: Chief, Southern District Sales

Position Number: 358-730-7500-001

Division/Unit: Sales & Marketing/District Sales South

Assigned Headquarters: Can be headquartered in Chatsworth, Santa Fe Springs, Rancho Cucamonga, or Costa Mesa District Offices

Position Eligible for Telework (Yes/No): Yes

Job Description Summary

The District Sales unit is divided into two regional territories (North and South). The Southern unit represents five district offices: Chatsworth, Costa Mesa, Rancho Cucamonga, San Diego and Santa Fe Springs. The Northern unit represents four district offices: Fresno, Milpitas, Richmond and Sacramento. In total, the nine district offices provide service to a network of over 23,000 retailers that combine to generate over \$9 billion in revenue. The primary goal of the district sales teams is to maximize Lottery revenue by facilitating the responsible sale of Lottery products, promotions, incentives, and to provide general education/awareness to both retailers and consumers.

Under the general direction of the Assistant Deputy Director of Sales, the Chief, Southern District Sales (CEA-A), works in conjunction with the Chief, Northern District Sales (CEA-A), and is responsible for managing a staff of approximately 170 sales representatives and support positions through Lottery Sales Managers located within the southern district offices. This position requires direct engagement with managers, supervisors, staff, retailers and/or retailer groups. Frequent travel to assigned district offices with occasional travel to Lottery Headquarters in Sacramento.

Job Description

(50%) Essential

Development, direction, and oversight of district sales policies and activities including sales/revenue goals, strategic planning, policy, staffing, and coaching Lottery Sales Managers and District Sales Supervisors, sales training, supervision, and evaluation of the sales staff activities through subordinate Lottery Sales Managers.

(20%) Essential

Assist and advise the Assistant Deputy Director of Sales, on state sales, district operations and development. Collaborate with internal sales units to ensure cohesive operation of the overall Sales program. Represent Sales & Marketing with other internal divisions on matters relating to district sales.

(15%) Essential

Development, implementation, and interpretation of operational policies relative to the efficient performance of the district sales offices.



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(10%) Essential

Investigation of and response to sensitive complaints and inquiries stemming from retailers, consumers, and public officials regarding Lottery rules, policies and procedures.

(5%) Marginal

Participate in special projects and other duties as assigned.

Scope and Impact

- a. Consequence of Error: Failure to use good judgment in performing the duties of this position could result in sensitive and/or incorrect information being released and could result in litigation or public relations problems. Consequences may result in lost sales or reduced funding for education.
- b. Administrative Responsibility: The Chief, Southern District Sales (CEA-A) is responsible for adhering to the laws, rules, policies, and procedures pertaining to civil service employees in general, and specifically to employees of the California State Lottery. Also responsible for the policy identification, influence, decision making, and the responsibility to ensure information is maintained, timelines are met, and issues are resolved promptly.
- c. Supervision Exercised and Received: The Chief, Southern District Sales (CEA-A) supervises the Southern five Lottery Sales Managers. The Chief, Southern District Sales (CEA-A) receives general direction from the Assistant Deputy Director of Sales and/or the Deputy Director, Sales & Marketing.
- d. Personal Contacts: The Chief, Southern District Sales (CEA-A) will have frequent contact with representatives of all levels of government, the public, the media, and selective individuals in the Legislative and Executive branches, as well as management and staff at all levels throughout the Lottery.

Physical and Environmental Demands

Work in an office and field setting; use of computer/laptop, mobile phone, copier, and other standard office equipment during the workday; When traveling, transport files, supplies, and retailer equipment as needed; Flying or driving for long distances; Significant walking/standing throughout the workday.

Working Conditions and Requirements

- a. Schedule: Monday – Friday, 8am – 5pm
- b. Travel: Up to 50%; in assigned region with occasional statewide travel required.
- c. Other: Office and field work settings

Effective Date:

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.



Job Description I Duty Statement

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