



Duty Statement

Sales & Marketing Division

Assistant Deputy Director, Marketing

(CEA B)

358-700-7500-911

As a member of the Sales and Marketing Division executive management team, the Assistant Deputy Director, Marketing is responsible for assisting the Deputy Director with the development and delivery of a fully integrated marketing strategy to maximize sales of Lottery products. The duties consist of identifying short, mid, and long-term initiatives critical to generating sales of Lottery products, thereby ensuring success of the Lottery. Responsibilities include, but are not limited to, development of critical manager mentoring and succession planning programs; development and implementation of the Lottery's brand strategy, developing the marketing strategy for Lottery products, and overseeing implementation of the marketing strategy including campaigns, events, digital marketing and social media. The Assistant Deputy Director, Marketing works closely with the Lottery Sales team to ensure alignment between marketing strategies and sales implementation.

A. Essential Functions

- 45% Plan, formulate, implement and evaluate division policies and programs to ensure that sales are maximized and efficiencies are achieved. These may include but are not limited to, allocation and development of divisional staffing resources, overarching communication strategies for internal and external customers, special sales growth programs (e.g. consumer and retailer promotional programs), player engagement and loyalty strategy development, coordinated brand awareness and product marketing programs, development of Marketing operational policies, procedures and related support materials that have impact on the Marketing Section.
- 35% Provide personnel management that includes the development of performance objectives; representation of the Division on all issues surrounding harmonious labor relations; development of critical manager mentoring and succession planning programs; development of division policies, procedures and process manuals; identification of personnel strategies to maximize staff performance; development and implementation of division information security programs; and, through subordinates, providing day-to-day supervision of Marketing staff.
- 10% Assist in the development of the Division's Business Plans, operations policies and lead and direct the Marketing Section through the budget and business review and planning process.
- 10% Assist the Deputy Director and Lottery Director in the development and recommendation of corporate strategies to educate and build relationships with key stakeholders

B. Marginal Functions

None.

C. Supervision Received

The Assistant Deputy Director, Marketing receives direction from the Deputy Director of Sales & Marketing.

D. Supervision Exercised

The Assistant Deputy Director, Marketing exercises supervision over Marketing sections and units as directed by the Deputy Director of Sales & Marketing and facilitates the effective integration and communication of the activities of section and unit chiefs.

E. Administrative Responsibility

Assistant Deputy Director, Marketing assists in the development and management of the marketing program to include policy development and implementation, development of operating budgets, as well as the development of the annual business review and presentation.

F. Personal Contacts

The Assistant Deputy Director, Marketing has daily contact with high level officials from lotteries in other states, retailer associations, legislators, and other members of senior staff. Contact will also include staff at all levels throughout the Lottery, the public, and vendors/contractors.

G. Actions and Consequences

The Assistant Deputy Director, Marketing exercises judgment in the coordination of marketing programs, projects, and related events. Due to the fact that the Lottery is one of the largest Lotteries in the United States, there is substantial local, statewide and national media interest in the comprehensive marketing strategy used to promote Lottery products and the Lottery brand. Failure to perform the functions of this position with complete honesty, integrity and sound judgement could adversely impact Lottery sales and the public's attitudes toward the Lottery, thus affecting education funding goals.

H. Other Information

The Assistant Deputy Director, Marketing should have a strong background in planning, marketing administration management, marketing strategy development and project management. Personal skills should include leadership, analysis, insight, strong verbal and written communication skills to build and work as a team member, and personnel management experience. General knowledge of the organization and functions of California state government, laws, rules, regulations, and policies governing operations of the Lottery. Also, knowledge of the principles, practices and trends of public administration, labor relations and management is needed. Techniques of organization, program development, program evaluation, methods of administrative problem solving, and principles and practices of policy formulation and development are critical aspects of successfully performing the duties of this position. College Business Degree or equivalent experience required.

Supervisor's Signature

Date

I have read and understand the assigned duties as described above.

Signature of Incumbent

Date

Job Requirements

Activities required to perform the essential functions of this position include the ability to sit, talk, hear, type, read, write, follow, and comprehend written instructions.

Yes

No

Can you perform the essential functions of the position with or without reasonable accommodation?

If reasonable accommodation is necessary, please complete a Reasonable Accommodation Request Form, CSL 1064.

Do you have any other physical or mental conditions that may prohibit you from performing the essential functions of the position?

If yes, please identify which functions you cannot perform. (Use the space below)

Incumbent Name (print)

Incumbent Signature

Date