

**MICHIGAN CIVIL SERVICE COMMISSION
JOB SPECIFICATION**

LOTTERY SPECIALIST

JOB DESCRIPTION

Employees in this job function as professional specialists, with the sole purpose of developing and supporting a multi-million dollar product and/or service line in a commercial/retail environment to maximize lottery revenues to supplement state public education, or as an administrative assistant to an administrator or executive. Positions in this class series typically require advanced knowledge and understanding of marketing disciplines, knowledge of promoting and advertising products in a competitive retail environment, and the ability to establish sales goals and objectives. Positions are (1) designated as specialists by the Appointing Authority; (2) accepted and classified by Civil Service; (3) require advanced knowledge in the field of work; (4) responsible for highly complex assignments; (5) the scope of responsibility is significant; and (6) the job function has considerable impact within the department. Typically, positions in this job do not supervise.

There are three classifications in this job.

Position Code Title - Lottery Specialist-2

Lottery Specialist 13

The employee functions as a second-level specialist or as an administrative assistant to a deputy bureau director, office director, major office director, division director, or unclassified equivalent.

Position Code Title - Lottery Specialist-3

Lottery Specialist 14

The employee functions as a third-level specialist or as an administrative assistant to a bureau director or unclassified equivalent.

Position Code Title - Lottery Specialist-4

Lottery Specialist 15

The employee functions as a fourth-level specialist or as an administrative assistant to a deputy director, chief deputy director, or unclassified equivalent.

NOTE:

There are two professional specialist concepts:

Specialty Area: Functions administered by an agency to provide a product or service to the agency's constituency. Specialty areas must be of significant breadth, depth, complexity, and importance to the agency. Such positions are typically responsible for providing expert advice in the area of specialty to department management, outside entities, and/or the public; directing and conducting highly complex studies and analyses without technical direction; and developing and monitoring procedures, guidelines, and policies that are the foundation of the program or specialty area.

Appointing Authority designation as a specialist is required at all levels for positions assigned a specialty area. To determine if the specialist job exceeds the 13-level, the position must be evaluated by the Appointing Authority using the Professional Specialist Position Evaluation System factors to recommend the appropriate classification level.

Administrative Assistant: Professional positions that have as their predominant and essential function the responsibility to advise and assist a manager, administrator, or executive in all areas for which the official is responsible. Typically, the position does not have supervisory responsibility, but participates in a staff capacity in budget development, personnel matters, program planning, policy and procedure development, meetings on behalf of the supervisor, and other areas of the supervisor's responsibility.

Appointing Authority designation as the Administrative Assistant is required at all levels. Determination of classification levels for administrative assistant positions is based upon the duties assigned and the reporting relationship.

JOB DUTIES

NOTE: The job duties listed are typical examples of the work performed by positions in this job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

Administrative Assistant:

Advises and assists the official in all areas of responsibility.

Completes special projects as assigned by the official.

Assists in program planning, policy, and procedural development.

Participates in budget development.

Represents the official at meetings.

Specialist:

Formulates policy and establishes, implements, and maintains programs to promote the sale of lottery products.

Develops and implements marketing programs to promote sales for On-line and Instant Games.

Develops incentive programs to promote sales in Corporate Key Accounts.

Develops and implement terminal allocation plan.

Manages advertising and promotional activities.

Initiates and implements programs in specialized area.

Conducts marketing research and analysis for game concepts, viability, and design changes.

Evaluates the effectiveness of advertising placement on sales, both overall and geographically.

Explores special jackpot prizes and promotions that would benefit overall net revenue.

Conducts focus group sessions to test potential game designs and graphics.

Plans and develops advertising or other promotional materials.

Oversees printing production schedules, ticket colors, and graphic format.

Directs the development of lottery advertising campaigns involving radio, television, newspaper, and point-of-purchase for use at retailer locations.

Reviews methods to increase on-line sales.

Reviews methods to increase instant game sales.

Studies and analyzes game activities in other state lotteries.

Designs formal training programs to improve skills of marketing staff.

Designs specific performance standards for sale promotions in corporate key accounts.

Manages the research, development, and evaluation of advertising proposals.

Develops alternative strategies for programs based on analysis and research in an assigned specialty area.

Conducts special studies and reports.

Maintains records, and prepares reports and correspondence related to the work.

Acts as a liaison with other agencies, organizations, and employees to coordinate promotional programs.

Recommends criteria, standards, and guidelines to assess program success.

Interprets existing and proposed laws, policies, and procedures as they relate to a program area. Consults with state, local, and federal government as well as other interested parties in this regard.

Assesses the economic, political, operational, and organizational implications of existing and proposed policies and program decisions.

Performs related work as assigned.

JOB QUALIFICATIONS

Knowledge, Skills, and Abilities

NOTE: The degree of knowledge required is a function of job complexity, program or specialty scope, and impact which increases with the level of the position.

Administrative Assistant:

Knowledge of the principles and techniques of administrative management; including, organization, planning, staffing, training, budgeting and reporting.

Knowledge of fiscal planning, budgeting, and management.

Specialist:

Knowledge of the operational and technical problems involved in the administration of a specialized program.

Knowledge of the assigned program specialty.

Administrative Assistant and Specialist:

Knowledge of methods of planning, developing, and administering programs.

Knowledge of state and federal laws and legislative processes related to the work.

Knowledge of the need, preparation, and use of reports.

Ability to plan, direct, and coordinate program and administrative activities of a complex, interrelated, and interdependent nature where unknowns and numerous contingency factors are involved.

Ability to formulate policies and procedures relevant to program areas based on information of a conceptual nature from varied and complex sources.

Ability to plan, coordinate, and expedite work projects.

Ability to interpret complex rules and regulations.

Ability to communicate with others verbally and in writing.

Working Conditions

Some jobs require travel.

Physical Requirements

None

Education

Possession of a bachelor's degree in any major.

Experience

Lottery Specialist 13 - 15

Four years of experience in the design, development, promotion, advertising or sales of a multi-million dollar product or service line in a commercial/retail environment, including two years equivalent to a Lottery District Sales Representative P11 or one year equivalent to a Lottery District Sales Representative 12.

Special Requirements, Licenses, and Certifications

Possession of a Michigan driver's license.

NOTE: Equivalent combinations of education and experience that provide the required knowledge, skills, and abilities will be evaluated on an individual basis.

JOB CODE, POSITION TITLES AND CODES, AND COMPENSATION INFORMATION

Job Code

LOTTSPL

Job Code Description

LOTTERY SPECIALIST

Position Title

Lottery Specialist-2

Lottery Specialist-3

Lottery Specialist-4

Position Code

LOTTSPL2

LOTTSPL3

LOTTSPL4

Pay Schedule

NERE-182

NERE-186

NERE-188

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10/25/2015