

CLASSIFICATION SPECIFICATION

FLSA:	NEXP	Job Code:	ACV76601
Job Class Code:	560	Salary Schedule:	AREG
EEO Category:	06	Grade:	16
Workers Comp Code:	9410		

Job Code Established:	Effective Date:
Job Code Revised:	Effective Date:

JOB CODE SERIES: Marketing and Sales Series

JOB CODE TITLE: STATE LOTTERY MARKETING REPRESENTATIVE

HRIS TITLE: STATE LOTTERY MRTG REP

CHARACTERISTICS OF THE CLASS: Under general supervision, performs a variety of work activities in the marketing of the State Lottery product line to retail outlets in an assigned region; and performs related work as required.

This class is distinguished from the State Lottery Telephone Marketing Representative and the State Lottery Special Marketing Representative by its assignment in marketing activities at the local retail level; the other classes are involved in sales via telephone and marketing at the corporate level, respectively.

EXAMPLES OF DUTIES: Visits local retail outlets within region to follow up sales orders taken by telephone marketing representatives; confers with local retail outlets to market State Lottery product lines; delivers lottery tickets to retailers and collects receivables for prior sales; develops and establishes sales promotions within individual retail outlets; introduces to retailers new products, innovative displays and sales methods as they become available; advises Special Marketing Representatives on retail outlets' concerns and problems to be communicated to company headquarters; addresses groups of citizens on behalf of the State Lottery Commission.

KNOWLEDGE, ABILITIES AND SKILLS:

Knowledge of: the principles and practices of product marketing and retail sales.

Skill/Ability to: developing marketing plans for local retail outlets; public speaking; developing special sales promotions to local outlets; interpersonal relations, as applied to contacts with retail vendors and the public at large.