

CLASSIFICATION SPECIFICATION

FLSA:	EXP	Job Code:	ACV76605
Job Class Code:	560	Salary Schedule:	AREG
EEO Category:	06	Grade:	19
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 SUPERVISOR

HRIS TITLE: STATE LOTTERY MRTG SPV

CHARACTERISTICS OF THE CLASS: Under direction, supervises the work activities of a group of State Lottery Marketing Representatives and State Lottery Telephone Marketing Representatives 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 Marketing Representative by its supervisory responsibility over a group of marketing representatives in a region. It is distinguished from the State Lottery Marketing Manager in that the latter is responsible for statewide sales and marketing at the corporate and local retail level, whereas this class is responsible for supervision of a marketing group at the retail level in an assigned region.

EXAMPLES OF DUTIES: Participates in development of procedures to be used in the marketing of the State Lottery product line at a retail level; participates in the development of evaluation standards for the marketing representatives; trains marketing representatives in procedures and techniques used in lottery sales; advises local marketing representatives on difficult problems that occur within their marketing areas; arranges for area marketing coverage during absence of the local marketing representative; evaluates the performance of each marketing representative under supervision.

KNOWLEDGE, ABILITIES AND SKILLS:

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

Skill/Ability to: work management and work leadership; the development of marketing plans for local retail outlets analysis of market data; interpersonal relations, as applied to contacts with local marketing representatives, retail vendors and the public at large.