

POSITION DESCRIPTION

Rvsd 9/19/23

DOA-15302 (C07/2015)
PREVIOUSLY OSER-DMRS-10
State of Wisconsin
Department of Administration/Division of Personnel Management

1. Position No. 326128	2. Cert / Reclass Request No. 23-9774 Effective:	3. Agency No. 566
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4. NAME OF EMPLOYEE	5. DEPARTMENT, UNIT, WORK ADDRESS Wisconsin Department of Revenue Lottery Division Product Development & Marketing Bureau Game Development Section 2135 Rimrock Road Madison, WI 53714
6. CLASSIFICATION TITLE OF POSITION Marketing Specialist-Senior	
7. CLASS TITLE OPTION (<i>to be filled out by Human Resources Office</i>)	8. NAME AND CLASS OF FORMER INCUMBENT Izzy Wilson Orno, Marketing Specialist-Senior
9. AGENCY WORKING TITLE OF POSITION Game Development Coordinator	10. NAME AND CLASS OF EMPLOYEES PERFORMING SIMILAR DUTIES April Forer, Marketing Specialist-Senior
11. NAME AND CLASS OF FIRST-LINE SUPERVISOR John Sams, Lottery Supervisor	12. FROM APPROXIMATELY WHAT DATE HAS THE EMPLOYEE PERFORMED THE WORK DESCRIBED BELOW?

13. DOES THIS POSITION SUPERVISE SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? [] Yes [X] No
IF YES, COMPLETE AND ATTACH A SUPERVISORY POSITION ANALYSIS FORM.

14. POSITION SUMMARY – PLEASE DESCRIBE BELOW THE MAJOR GOALS OF THIS POSITION:

SEE ATTACHED

15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION	
<ul style="list-style-type: none"> — GOALS: Describe the major achievements, outputs, or results. List them in descending order of importance. — WORKER ACTIVITIES: Under each goal, list the worker activities performed to meet that goal. — TIME %: Include for goals and major worker activities. 	
TIME %	GOALS AND WORKER ACTIVITIES
	(Continue on attached sheets)
	SEE ATTACHED

16. SUPERVISORY SECTION - TO BE COMPLETED BY THE FIRST LINE SUPERVISOR OF THIS POSITION

a. The supervision, direction, and review given to the work of this position is [] close [] limited [X] general.

b. The statements and time estimates above and on attachments accurately describe the work assigned to the position.

Signature of first-line supervisor _____ Date _____

17. EMPLOYEE SECTION - TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position.

Signature of employee _____ Date _____

18. Signature of Human Resources Manager _____ Date _____

POSITION SUMMARY (Line 14)

This position is responsible for the development of Lottery products that meet projected sales and marketing goals according to the Lottery's short-term and long-term game plans. These responsibilities involve developing the prize structures and basic design of the instant (scratch and pull-tab) and lotto games, as well as prize giveaways and other marketing support for those games. Responsibilities also involve identifying key factors for player education, and recommending game design strategies to the Section Supervisor.

In addition, this position monitors and analyzes industry trends as well as market research and makes recommendations to improve the Lottery's game mix. This position interfaces with other Lottery staff in launching and marketing new games as well as existing games.

Work is performed under the general supervision of the Game Development Section Supervisor.

TIME % GOALS AND WORKER ACTIVITIES (Line 15)

- 40% A. Planning and Developing Games and Prize Giveaways
- A1. In coordination with the Instant Product Coordinator and the lotto and instant game researchers, develop a long term plan (vision) for future game development, positioning individual games within the game mix, and identifying sales objectives and criteria for new lotto and instant games.
 - A2. Continually monitor and analyze other Lottery jurisdictions and industry sources to identify specific lotto and instant game features, innovations, introduction methods, and marketing techniques. In addition, remain up-to-date on new technologies related to lotto and instant games that may afford opportunities for the Wisconsin Lottery.
 - A3. Review all aspects of the lotto and instant products and individual games to identify opportunities for improved future performance.
 - A4. Analyze different game themes, play formats, prize structures, ticket designs, prize giveaway mechanisms, and marketing initiatives to support recommendations. Identify key factors in the specific design of lotto and instant games that appeal to players and retailers.
 - A5. Develop game design proposals in a timely manner and within budgetary limits, including providing information to the Instant Product Coordinator for the development of features and procedures, an estimated time table for implementation, performance indicators to measure success of games, etc. Work with lotto and instant game researchers to test market prototype games, if appropriate. Ensure proposals are within constitutional, statutory, and departmental policies, rules, and regulations.
 - A6. Develop and document policies, including features and procedures, for Lotto games, including Limited Time Offers, to ensure all games and Limited Time Offers are accurately defined and meet statutory requirements.
 - A7. Develop prize structures for instant games. In coordination with the lotto game researcher, develop prize structures for lotto games and lotto game Limited Time Offers.
 - A8. Coordinate with Lottery and/or departmental accounting staff to ensure tax implications of relevant prizes are addressed per Lottery procedures and as required by state and federal law and regulations.
 - A9. Assist Instant Product Coordinator with review of instant ticket working papers.
 - A10. Coordinate with lotto game researcher and gaming system vendor in developing lotto game specifications.
 - A11. In coordination with other Lottery staff, develop detailed implementation plans for approved lotto and instant games, and prize giveaways. This may include: game logo, play slips, ticket stock art, how to play brochures, point-of-sale materials, advertising, draw days and times, retailer training, drawing mechanisms, marketing support, staffing requirements, etc.
 - A12. Taking into account the complexity of Lottery operations and the direct input of game performance on Lottery sales, communicate with the gaming system vendor, instant ticket printer, and other Lottery staff, all aspects of new lotto and instant games and prize giveaway development, and monitor each step of their progress towards the introduction of new games or campaigns.

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- 30% B. Monitoring and Enhancing Existing Lotto and Instant Games, and Prize Giveaways
 - B1. In coordination with the lotto and instant game researchers and the Instant Product Coordinator, develop short and long-term expectations and performance measures for existing and new lotto and instant games.
 - B2. In coordination with lotto and instant researchers and the Instant Product Coordinator, monitor game performance as well as planned and unplanned factors that impact game performance.
 - B3. Work with other Lottery staff, the gaming system vendor, instant ticket printers, and other relevant parties to market games in a timely manner and within budgetary limits. Monitor marketing efforts by the Wisconsin Lottery and vendors and provide recommendations for improvement.
 - B4. Provide recommendations to enhance lotto and instant games and prize giveaways, if they are not meeting expectations.

- 20% C. Providing Creative Direction of Lottery Games and Prize Giveaways
 - C1. Create new game themes that are appropriate to the Wisconsin market.
 - C2. Oversee the draft stages of the artistic design of new Lottery games and prize giveaway platforms.
 - C3. Provide input into the development of creative concepts for Lottery campaigns.
 - C4. Gauge public opinion and game performance, and propose concept changes accordingly.
 - C5. Interact with other members of the Product Development Bureau and other Lottery staff who work directly with retailers and players to ensure that input into creative concepts is maximized.

- 5% D. Contract Monitoring (Game-Related Contracts as assigned by the Game Development Section Supervisor.)
 - D1. Monitor and evaluate Contractor performance and compliance with the contract. Identify performance outcomes, and establish review/audit methods and reporting requirements to ensure compliance with contractual, programmatic, and statutory provisions.
 - D2. Oversee the day-to-day operations of the Contractor(s) and provide a thorough and accurate assessment of problems, including recommendations to resolve/correct problems.
 - D3. Keep Instant Product Coordinator informed of any development-related issues as they pertain to the instant ticket printer contract(s).

- 5% E. Other Projects
 - E1. Work with other staff within the Game Development Section on game and marketing-related duties, processes, or analyses.
 - E2. Assist other Sections and Bureaus with player and retailer relations.
 - E3. Assist in writing request for bids and proposals as required.
 - E4. Lead and participate in meetings to implement new initiatives.
 - E5. Any other projects as assigned by the Game Development Section Supervisor.

KNOWLEDGES, SKILLS AND ABILITIES

1. Strong written and oral communication skills
2. Experience with Excel software
3. Experience with Word or similar word processing software
4. Knowledge of the lottery industry
5. Knowledge of marketing principles and practices
6. Ability to work under deadline pressure
7. Ability to work and complete tasks independently
8. Knowledge of statutes relative to the Lottery
9. Knowledge of statutes and regulations relative to sweepstakes
10. Ability to develop and maintain effective working relationships with Lottery, Department, audit, and vendor staff
11. Knowledge of state contract compliance processes
12. Ability to be detail-oriented
13. General knowledge of State Statute 565 (State Lottery), and Administrative Code chapters Tax 61 (Retailers), Tax 62 (Major Procurements), Tax 63 (Nonprofit Organization Retailers).