

POSITION DESCRIPTION

Rvsd 7-15-22

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

1. Position No. 314590	2. Cert / Reclass Request No. 22-9307 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 Marketing Communications Section 2135 Rimrock Road Madison, WI 53714
6. CLASSIFICATION TITLE OF POSITION Lottery Supervisor	
7. CLASS TITLE OPTION (to be filled out by Human Resources Office)	8. NAME AND CLASS OF FORMER INCUMBENT Kailey Bender, Lottery Supervisor
9. AGENCY WORKING TITLE OF POSITION DPD	10. NAME AND CLASS OF EMPLOYEES PERFORMING SIMILAR DUTIES Karis Finley, Lottery Supervisor
11. NAME AND CLASS OF FIRST-LINE SUPERVISOR Charles Klink Revenue Administrative Manager	12. FROM APPROXIMATELY WHAT DATE HAS THE EMPLOYEE PERFORMED THE WORK DESCRIBED BELOW?

13. DOES THIS POSITION SUPERVISE SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? [X] Yes [] 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

— 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
	SEE ATTACHED

(Continue on attached sheets)

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 serves as the Marketing Communications Section Supervisor in the Lottery Division, Wisconsin Department of Revenue (DOR). This position is responsible for the supervision and direction of all staff assigned to the Marketing Communications Section.

Either directly or through subordinate staff, this position is responsible for performing, developing, and administering marketing activities, strategies for product information (advertising) campaigns, social media, external communications (i.e. public relations), special events, and winner awareness; as well as managing, monitoring, and administering the product information (advertising) contract and related purchasing worth \$8.5 million. The Marketing Communications Section Supervisor assesses program opportunities, identifies and manages resources and administers Section functions in keeping with the Lottery's strategic goals and its mission to generate property tax relief in Wisconsin. The employee in this position is expected to identify and anticipate issues and problems, and to make timely recommendations for their resolution.

Work is performed under the general supervision of the Product Development & Marketing Bureau Director.

TIME % GOALS AND WORKER ACTIVITIES (Line 15)

- 25% A. Management of the Marketing Communications Section.
- A1. Plan, develop, and coordinate administrative policy and procedures for the Section.
 - A2. Provide leadership in evaluating program accomplishments, identifying market and industry trends, evaluating current and future operational needs, and recommending new program initiatives.
 - A3. Direct Section functional studies of the effectiveness and appropriateness of program activities, including the development of empirical data to support conclusions and recommendations.
 - A4. Develop/evaluate Section directions based on the Department's mission, visions, and goals and prepare results orientated plans for management review and decisions.
 - A5. Monitor Section programs to meet short and long range planning objectives, and prepare progress reports assessing and measuring success in meeting objectives.
 - A6. Recommend and/or implement significant policy/program changes to minimize impact on financial, organizational, and human resources provided.
 - A7. Provide leadership to Bureau and Section-wide program initiatives as assigned by the Bureau Director.
 - A8. Manage the Section's budgeted resources to meet operational responsibilities assigned to the Section.
 - A9. Monitor records management compliance for the Section, including recommending, creating, implementing, and updating Retention/Disposition Authorizations (RDAs) as needed.
- 20% B. Management of Social Media, Special Events, and External Communications programs.
- B1. Manage overall communications and value messaging within the Division, to the lottery industry, and to the State of Wisconsin (i.e. the public).
 - B2. Develop an annual plan which identifies strategies as well as short-term and long-term social media, special events, and external communication program objectives.
 - B3. Conduct periodic reviews and assessments of social media initiatives and special events as needed. Establish and maintain appropriate performance measures for these programs.
 - B4. Serve as primary contact for external communications (i.e., public relations), developing and providing communications regarding Division activities on an on-going basis.
 - B5. Develop and execute media information pieces (e.g., press releases, media statements, etc.) and participate in interviews with news media as needed.
 - B6. Participate in the identification and resolution of issues related to the operations of the Lottery in order to coordinate a public response to such issues, when appropriate.
 - B7. Develop, coordinate, and ensure staffing of informational and educational special events throughout Wisconsin for a variety of audiences, including citizens, players, retailers, and civic groups. Effectively convey to these audience's information regarding Lottery games, winners, and other activities and provide them with a positive image of the Lottery.

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- B8. Coordinate work and oversee purchasing needs that may be related to printers, civic groups and selected special event media (such as radio remotes or event announcements), following established DOR purchasing guidelines.
- B9. Using established Lottery guidelines oversee the bidding for and selection of a retailer for the Lottery's annual State Fair and other special events as needed.

20% C. Manage and administer the product information and advertising program.

- C1. Direct the development of work plans for product information vendors and conduct periodic reviews and evaluations of progress in meeting timelines and accomplishing the activities identified.
- C2. Monitor the product information and advertising program budget on an on-going basis, ensuring the most efficient use of budgetary dollars.
- C3. In coordination with the Office of General Counsel legal counsel, ensure all aspects of the Lottery product information plan and execution are statutorily sound.
- C4. Manage product information vendors in the development of plans to improve/modify performance and effectiveness of Lottery advertising. Act as high level liaison with vendors to resolve outstanding issues.
- C5. Serve as point-of-contact between the Lottery and product information vendor for emergency problem resolution.
- C6. Investigate incidents related to Lottery advertising and report findings to the vendor and Lottery management.
- C7. Monitor use of printed, electronic (Lottoview), and other types of Point of Sale (POS), as well as other product information materials, and determine what players and retailers identify as most effective working with the Retailer Relations and Sales Bureau. Make recommendations to modify materials accordingly.
- C8. Oversee the winner awareness program to ensure maximum market coverage including working with winners on press coverage options.
- C9. Manage and oversee the development, content, and maintenance of the Lottery website, including oversight of the Lottery's contracted webmaster's work product.
- C10. Oversee and assist staff with the internal and external processes of creating and distributing informational and educational materials related to Section functions, using computer graphics, word processing and database applications to produce such things as winner posters, player brochures, educational announcements, and signage, as well as content for display on the Lottery's website.

20% D. Supervision of Marketing Communications Section staff.

- D1. Initiate the hiring process, interview eligible candidates, and recommend the hiring of new employees in accordance with Civil Service procedures.
- D2. Provide leadership & direction to staff in identifying and resolving problems within assigned program.
- D3. Establish workload priorities, assign tasks, review, and evaluate the work of staff.
- D4. Provide guidance and instructions to staff on job functions.
- D5. Counsel and motivate staff to improve quantity and quality of work, including formal performance evaluation and goal setting sessions.
- D6. Provide or obtain developmental training for staff in technical areas. Approve requests for vacation, sick leave, work schedule changes, etc.
- D7. Develop, implement, and monitor goals, objectives, and priorities in response to Section, Bureau, Division, and Agency strategic business plan and directions.
- D8. Actively contribute to efforts to attract, employ, and advance affirmative action target group employees in permanent, part-time, and limited term employment. These efforts should be coordinated with Human Resources.
- D9. Recommend, initiate, and document progressive disciplinary action in consultation with the Bureau Director, Administrator and Human Resources to secure satisfactory resolution of staff performance problems, including acceptance improvements or employee termination.
- D10. Establish Section work priorities and communicate them to staff. Schedule staff work hours/days to maintain appropriate work unit coverage and retailer service levels.

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- D11. Assign, review and evaluate work of staff. Provide guidance and instruction to staff on job functions.
- D12. Manage the Special Events and Social Media prize giveaway prize fulfillment process.
- D13. Provide oversight of and direction to the Lottery's contracted webmaster position.

- 5% E. Coordinate Problem Gambling Awareness initiatives.
 - E1. In coordination with Bureau staff, execute the Problem Gaming Awareness annual plan, strategies, and initiatives established by the Bureau Director.
 - E2. Coordinate with the product information (advertising) vendor to ensure problem gambling awareness is incorporated into annual advertising plans.
- 5% F. Management of year-round Lottery Internship program.
 - F1. Develop an annual plan which identifies strategies as well as short-term and long-term internship program objectives.
 - F2. Conduct periodic reviews and assessments of the Lottery internship program as needed.
 - F3. In coordination with other work units within the Lottery, oversee the hiring of new Lottery interns.
 - F4. Establish and maintain appropriate performance measures for this program.
- 5% G. Other duties as assigned by the Product Development & Marketing Bureau Director.
 - G1. Collaborate with others in planning training sessions, conferences, meetings or other events sponsored by the Division.
 - G2. Participate in agency-wide committees and teams as a representative of the Division.
 - G3. Interact with other staff and business stakeholders in a professional manner to maintain a positive working environment.
 - G4. Gather data, prepare reports, conduct special reviews of identified problems, and recommend solutions.
 - G5. In conjunction with contracting specialist and other staff, develop Request for Bids and Request for Proposals for vendors related to marketing communications.
 - G6. Other duties as assigned by the Bureau Director.

KNOWLEDGES, SKILLS AND ABILITIES

1. Effective leadership and managerial skills.
2. Skills in supervisory techniques including employee performance monitoring, merit/compensation, disciplinary process, affirmative action/equal opportunity employment, and position classification.
3. Excellent oral and written communication skills with co-workers, and both internal and external customers.
4. Effective problem solving and decision-making skills.
5. Knowledge of marketing principles.
6. Strong organizational, time management, and prioritization skills.
7. Skills in the use of Microsoft Office suite (Word, Excel, Outlook).
8. Skills and abilities in committing, allocating, and managing resources (e.g. budget, staff, etc.).
9. General knowledge of Department of Revenue (DOR)/State purchasing guidelines as it relates to printing and research contracts.
10. General knowledge of State Statutes Chapter 565 (State Lottery), Chapter 25.76 (Lottery Fund), Administrative Code Chapters Tax 61 (Retailers), Tax 62 (Major Procurements) and Tax 63 (Nonprofit Organization Retailers).
11. Knowledge of strategic planning concepts and principles and their applications in a business environment.
12. Ability to manage contracts.
13. Team participation and leadership skills.
14. Ability to exercise sound judgement and discretion in developing, applying, and interpreting state and agency policies and procedures.
15. Ability to apply business process improvement, re-engineering techniques (Lean), including leveraging technology to identify business solutions.
16. Ability to develop and maintain effective working relationships with staff within the Division, in other Divisions and Departments, and a wide variety of customers.
17. Ability to be proactive in identifying problems, logically and thoroughly analyzing the situation, and providing appropriate and workable solutions.
18. Ability to plan, organize, and direct the activities of staff in the administration of a multi-functional organizational entity.
19. Ability to train and mentor others.
20. Ability to plan and organize work assignments to meet changing and demanding workloads.
21. Ability to set goals, communicate them clearly, and give clear and timely feedback.
22. Knowledge of advertising principles, best practices, and techniques.
23. Skills working with advertising agencies.
24. Knowledge of social media best practices and techniques.
25. Ability to use results of marketing research to improve business decisions and processes.
26. Knowledge of public relations principles, best practices, and techniques.
27. Knowledge of project management skills and abilities.
28. Knowledge of performance measurement concepts, principles, and their application in a business environment.
29. Skill in records management (e.g. Retention/Disposition Authorizations (RDAs), etc.).
30. Skill in website design and content development.
31. Ability to exercise sound judgement and discretion in developing, applying, and interpreting state and agency policies and procedures.
32. Ability to develop, coordinate, and staff public events and events for trade/civic groups.
33. General knowledge of the web content management system for Lottery website (e.g. Drupal).



Supervisor Exclusion Analysis

This information is to be provided by the position's supervisor and reviewed by the agency central office human resources representative for both filled and vacant positions and must be submitted as part of any position description (PD) for a position performing supervisory responsibilities (i.e., if # 13 of the PD is checked YES). This information will be used to determine (1) if the position is performing supervisory functions and thus should be allocated to a supervisory classification and (2) what supervisory classification is appropriate based on the total duties of the position.

According to s. 111.81(19), Wis. Stats., a supervisor is any individual "who has authority, in the interest of the employer, to hire, transfer, suspend, lay off, recall, promote, discharge, assign, reward, or discipline employees, or to adjust their grievances, or to authoritatively recommend such actions" and "whose principal work is different from that of the subordinates." The criteria used by the Wisconsin Employment Relations Commission (WERC) to apply this definition include: the authority to effectively recommend the hiring, promotion, transfer, discipline or discharge of employees; the authority to direct and assign the workforce; the number of employees supervised (typically a minimum of 3 FTE permanent employees); the amount of time spent supervising; the number of other persons exercising greater, similar or lesser degrees of authority over the same employees; the level of pay, including an evaluation of whether the supervisor is paid for skill or supervision of employees; whether the supervisor is primarily supervising an activity or is primarily supervising employees performing the activity; whether the supervisor is a working supervisor or whether he/she spends a substantial majority of his/her time supervising employees; and the amount of independent judgment and discretion exercised in the supervision of employees. The WERC ultimately determines the appropriateness of supervisory exclusions.

Position Identification Data

1. Name of Employee (if filled):
2. Civil Service Classification: **Lottery Supervisor**
3. Department and Division: **Revenue, Lottery Division**
4. Bureau, Section and Unit (or comparable): **Product Development & Marketing Bureau; Marketing Communications Section**
5. Name and Classification of Supervisor: **Charles Klink, Revenue Administrative Manager
Product Development & Marketing Bureau Director**
6. Name and Complete Civil Service Title of Former Incumbent (if any):
Kailey Bender, Lottery Supervisor (Marketing Communications Section)

7. Supervisory Responsibilities

- a. In view of the definition statement and criteria listed in the second paragraph of this form, does the incumbent of this position:

- | | | |
|--|---|--|
| (1) have the responsibility for directly supervising the activities of other classified employees? | YES <input checked="" type="checkbox"/> | NO <input type="checkbox"/> |
| (2) have the responsibility for supervising the activities of lower level supervisors? | YES <input type="checkbox"/> | NO <input checked="" type="checkbox"/> |
| (3) meet the definition statement and criteria? | YES <input checked="" type="checkbox"/> | NO <input type="checkbox"/> |

- b. List the official classification titles and number of permanent classified employees (full or part-time) directly supervised by the incumbent. If this position supervises lower level supervisors, indicate the number of employees supervised by the lower level position(s) in parentheses after the classification title of the position. (NOTE: LTE, student, patient/inmate, volunteer, and unclassified employees should be specifically identified since the direction of these individuals is not considered to warrant supervisory status.)

- **2.0 Lottery Service Specialist-Senior**
- **3.0 Marketing Specialist-Senior**

(OVER)

Supervisor Exclusion Analysis (page 2)

c. What percentage of this position's total time is allocated to each of the following?

- 1) Supervisory functions (i.e. hiring, dismissing, disciplining employees, evaluating performance, settling grievances)? 20%
- 2) Activities relating to supervisory responsibilities (i.e., establishing operating procedures, reviewing work of subordinates, counseling subordinates on performance, training and orienting new employees, performing related administrative functions, etc.)? 50%
- 3) Performance of other work activities similar to those of the employees supervised? 10%
- 4) Performance of other non-supervisory work activities different from those of the employees supervised (including program administration)? 20%

*NOTE: The totals of c.1), 2), 3), and 4) must equal 100%. 100%

8. Organizational Relationships

List (in order of descending authority) the names and classification titles of all other positions in the employing unit in the chain of command over the employees listed in 7.b.

- Peter Barca, Secretary of Revenue**
- Cindy Polzin, Administrator, Lottery Division**
- Kevin Kaminski, Deputy Administrator, Lottery Division (Revenue Administrative Manager)**
- Charles Klink, Revenue Administrative Manager (Product Development & Marketing Bureau Director)**

A copy of the organizational chart must be attached for the immediate work unit (i.e., the organizational unit which includes the employees supervised), including the names and classifications of all employees.

9. Supervisory Activities

Is this position identified as a formal step in the employee grievance procedure? YES NO (If no, list below the name and classification of the first formal step in the grievance procedures for the employees listed in 7.b.)

A signature below means the position has been reviewed and you have concluded it meets the definition of supervisor found in s. 111.81 (19), Wis. Stats.

Supervisor _____ Date _____
Charles Klink, Revenue Administrative Manager

Human Resources Representative _____ Date _____
Linda Weber, Human Resources Specialist-Senior

To be completed by Incumbent (for filled positions):

- I agree with the preceding statements.
- I do not feel that the preceding statements are accurate for the reasons indicated below.
- No Comment

Employee Signature _____ Date _____