

LOTTERY SALES SUPERVISOR SENIOR

KIND OF WORK

Advanced Professional supervisory sales, marketing and promotional work.

NATURE AND PURPOSE

Under administrative direction, an incumbent supervises state employees performing sales, marketing and promotional responsibilities supporting Lottery programs so that the sales goals are met for the retailers within an assigned geographic area; performs other duties as assigned.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Supervises state employees in accord with labor agreements and ensures that sales staff will effectively perform assigned job duties by directing and evaluating the work of others; assigning and controlling the flow of work; writing and revision position descriptions; training. Recommending hiring and disciplinary actions; and by conducting performance evaluations.

Directs the work activities of subordinate staff to attain program (sales) standards and to ensure consistent application of policies and procedures by interviewing and selecting employees, scheduling hours of work and approving staff assignments.

Determines staff, supply and equipment needs for the office to meet program sales goals by preparing, maintaining and justifying budget proposals and allocating resources accordingly.

Assigns sales goals and supports the Sales Reps in providing Lottery retailer promotions and incentive programs to maximize ticket sales and educate Lottery players by use of existing and original programs, premium items, cross-promotional support, and media tie-ins. Recruits and retains retailers to sell Lottery tickets by use of sales presentations, cost and benefit analysis, overcoming objections, negotiation and persuasion. Works to promote sales opportunities and add new retailers to increase sales.

Analyzes retail account sales performance and negotiates changes to the retail environment designed to increase Lottery sales using retailer sales data, comparable account sales data, retail merchandising knowledge, account customer demographics, promotion and/or incentive programs, and training.

Uses effective problem –solving techniques to work through customer and retailer issues. Effectively works across Lottery departments for the best solutions to problematic situations involving equipment, games, payments due to the Lottery, etc.

Provides on-going training to staff on marketing lottery games, policies and procedures, equipment operations and accounting procedures by use of program knowledge, technical manuals, training aids and interpersonal communication skills.

Represents the Lottery before the public, players, retailers and media to maintain its positive public image by use of knowledge of public relations, marketing, media, retail business, Lottery statute, beneficiaries, policies and procedures, and standards of ethical behavior.

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Supervision, human resource policies and procedures and labor contracts sufficient to interview and select staff affirmatively, assign, schedule, direct, train, evaluate work performance, and discipline staff when required.

Product marketing and sales promotion principles and practices sufficient to improve retailer sales performance.

The retail environment sufficient to negotiate changes that positively impact sales.

The principles of public relations and media relations sufficient to promote and protect the Lottery's public image in dealings with the public, retailers and the media.

Skill in:

Interpersonal communication sufficient to establish effective working relationships with assigned retailers, co-workers, and promotional and community events partners.

Technical/mechanical equipment maintenance sufficient to troubleshoot on-line terminals, scanners, printers and other Lottery technology sufficient to identify problems and take corrective actions.

Advanced sales techniques demonstrating sales, negotiation, and persuasion abilities sufficient to promote the Lottery interests in dealing with retailers and coach staff as necessary in these skills.

Ability to:

Communicate effectively to promote and achieve sales goals. Work constructively under pressure to accomplish deadlines.

Train and effectively educate retailers and staff on use of Lottery technology, policies and procedures, and promotional/incentive program specifics.

Establish productive work relationships with prospective and current retailers sufficient to effectively market the Lottery product line.

Organize and manage multiple projects, competing deadlines and needs.

Est.:
Rev.: 9/2015
Ckd.:

T.C.:
Former Title(s):