



Marketing Specialist

JC-80568

We're looking for energetic, creative, and talented employees to join our dynamic organization! We are a results-driven sales and marketing organization that contributes over \$1 billion to public education every year. If you are looking for an opportunity to make a difference and you are motivated to use your knowledge and experience to build a challenging and satisfying career – look no further! The Lottery strives to create a work environment that supports the growth and development of its employees and recognizes the contribution of each individual. We also offer a variety of development opportunities for our staff, on-site security, on site-restaurants, Golden 1 ATM, and free parking. What are you waiting for? Apply today!

Salary

\$5,255 - \$6,578

Final Filing Date

September 22, 2017

Applications postmarked after the Final Filing Date will not be accepted.

Position Number

358-705-9069-913

Reference the above position number in the "Job Title" section of the State application STD. 678.

Questions About the Job

Tamis Reed
(916) 822-8471

Position Location

Sales & Marketing Division
Marketing Department
700 North 10th St.
Sacramento, CA 95811

Send Application To

California State Lottery
Attn: Human Resources Division (705)
P.O. Box 2630
Sacramento, CA 95812-2630

Who Should Apply

Applicants must have current list eligibility for appointment to this class, or be a State employee who has transfer eligibility or is currently in the Office Technician (Typing) classification. Applications will be screened for eligibility and only those that best meet the requirements of the job will be considered. Appointment is subject to SROA/Surplus provisions.

Duties

Serves as project manager and acts as the main point of contact with advertising agency/agencies on all assigned projects and initiatives including the production of all creative assets, media plans and media buys for: TV, digital advertising, social media, out of home, radio, point of sale, print advertising and other channel assets as required

- Acts as contract manager for multiple contracted advertising agencies. This includes budget management, expenditure tracking, invoice approval, and ensuring contract compliance

Handles day-to-day responsibilities leading the development and execution of all aspects of assigned marketing and advertising campaigns supporting specific CA Lottery products that include:

- Develop, write, edit and finalize needed documents for project development. Analyze data to assist in strategy development. Set, develop and lead meetings to acquire needed information and feedback to develop these documents
- Review and evaluate creative and media materials (layouts, scripts, storyboards, animatics, casting recommendations, media plans and buys, etc...);
- Cross-functional responsibility to coordinate across internal departments/stakeholders and external agencies to help develop and ensure an integrated marketing plan
- Gain needed approvals from Marketing management; obtain appropriate Legal review
- Responsible for planning and coordinating the day-to-day aspects involved with selected in-store product communication campaigns. This includes both electronic messaging and collateral point-of-sale

Desirable Qualifications

Competitive applicants applying for this position will have:

- Minimum of two years of employment experience within marketing or advertising industry or related field
- Possess superior verbal and written communication skills
- Possess superior interpersonal and organizational skills
- Ability to work under changing priorities and manage time effectively
- Ability to function independently and exercise good judgment
- Be proficient with MS Office software suite including Word, Excel, PowerPoint and Outlook
- Bilingual experience preferred, but not required

Equal Opportunity Employer: The State of California is an equal opportunity employer to all regardless of age, ancestry, color, disability (mental & physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.

Background Investigation: The California State Lottery Act provides that no person may be hired as an employee of the Commission if that person has been convicted of a felony or any gambling related offense. A background check will be required.