



**Marketing Analyst Series  
PB132**

**E699 – 9067 – 2PB1301 – Marketing Analyst 1  
E699 – 9068 – 2PB1302 – Marketing Analyst 2**

Department(s): California State Lottery  
Opening Date: 6/22/2012  
Final Filing Date: Continuous  
Type of Examination: Departmental Open  
Salary: Monthly-Ranged-Salary- \$3050 to \$5348  
Tenure/Time-base: Permanent Full-time  
Permanent Part-time  
Permanent Intermittent  
Limited Term Full-time  
Limited Term Part-Time  
Limited Term Intermittent  
Location(s): Sacramento

**EEO**

An equal opportunity employer to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, or sexual orientation.

**DRUG-FREE STATEMENT**

It is an objective of the State of California to achieve a drug-free State work place. Any applicant for State employment will be expected to behave in accordance with this objective, because the use of illegal drugs is inconsistent with the law of the State, the rules governing civil service, and the special trust placed in public servants.

**WHO SHOULD APPLY?**

Applicants who meet the Minimum Qualifications as stated on this bulletin may apply for and take this Training and Experience Examination at any time.

Once you have taken the Training and Experience Examination, you may not retake it for twelve (12) months.

**FILING INSTRUCTIONS**

**Final Filing Date:** Continuous

**Where to Apply:** Click the link at the bottom of this bulletin.

**SPECIAL TESTING ARRANGEMENTS**

If you have a disability and need special assistance or special testing arrangements, contact the Department of Human Resources (CalHR), Examination Services at (866) 844-8671, TTY (916) 654-

6336, or via the California Relay Service for the Deaf or Hard of Hearing at (800) 735-2929 from TTY Phones, or at (800) 735-2922 from voice phones.

### **SALARY INFORMATION**

Marketing Analyst 1: \$3050 - \$4446

Marketing Analyst 2: \$4400 - \$5348

### **ELIGIBLE LIST INFORMATION**

A departmental open eligible list will be established by CalHR for use by the California State Lottery. The names of successful competitors will be merged onto the eligible list in order of final score regardless of test date. Eligibility expires twelve (12) months after it is established. Competitors must then retake the Training and Experience Examination to reestablish eligibility.

### **REQUIREMENTS FOR ADMITTANCE TO THE EXAMINATION**

**NOTE:** All applicants must meet the education and/or experience requirements as stated on this examination bulletin as of the date the test is taken.

### **MINIMUM QUALIFICATIONS**

#### **ALL LEVELS:**

Education: The following education is required when non-State experience is used to qualify at any level:

Equivalent to graduation from an accredited college or equivalent degree approved by the Council for Private Postsecondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing or communications.

(Additional qualifying experience may be substituted for education on a year-for-year basis.)

Candidates who are within six months of satisfying either the education or experience requirement for these classes will be admitted to the examination, but they must fully meet the requirement before being appointed to the class.

(Possession of a Master's Degree in Business Administration from an accredited college or equivalent degree approved by the Council for Private Postsecondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing, may be substituted for one year of experience under the open pattern.)

#### **MARKETING ANALYST I, CALIFORNIA STATE LOTTERY**

##### **Either I**

Eighteen months of experience in the California state service performing professional or technical consumer marketing duties involving research, analysis, public relations, consumer/trade promotions, advertising, media, or related areas. This experience must be in a class at a level of responsibility equivalent to a Management Services Technician, Range B.

##### **Or II**

One year of progressively responsible experience in a large organization performing professional or technical consumer marketing duties involving research, analysis, public relations, consumer/trade promotions, advertising, media, or related areas.

#### **MARKETING ANALYST II, CALIFORNIA STATE LOTTERY**

##### **Either I**

One year of experience performing the duties of a Marketing Analyst I, California State Lottery, Range B.

##### **Or II**

Two years of progressively responsible experience in a large organization performing professional or

technical duties in consumer marketing, such as new product development and analysis, advertising, consumer/trade promotion, research, market and sales forecasting, consumer-oriented public relations, or closely related areas. (Experience in the California state service applied toward this requirement must include at least one year performing the duties of a class at a level of responsibility not less than that of a Marketing Analyst I, California State Lottery, Range B.)

## **POSITION DESCRIPTION**

### **MARKETING ANALYST I, CALIFORNIA STATE LOTTERY**

This is the entry/training and first working level in the series. Incumbents receive training and perform work of average difficulty and complexity in the planning, development, and evaluation of short-term marketing projects such as point-of-sale execution, consumer promotions, game implementation, and geographic sales analysis.

### **MARKETING ANALYST II, CALIFORNIA STATE LOTTERY**

This is the full journey person level in this series. Under direction, incumbents perform the more difficult marketing analytical work and provide consulting services to management or others. Responsibilities primarily encompass the planning, development, execution, and evaluation of midterm marketing projects such as point-of-sale strategy, designing tests of consumer promotions, and providing copy and media review and game design work.

## **EXAMINATION INFORMATION**

### **TRAINING AND EXPERIENCE EXAMINATION – Weighted 100%**

The examination will consist solely of a Training and Experience Examination. To obtain a position on the eligible list, a minimum score of 70% must be received. An applicant will receive his/her score upon completion of the Training and Experience Examination process.

[Click here to preview the Training and Experience Examination.](#)

## **KNOWLEDGE AND ABILITIES**

### **Marketing Analyst 1 and 2**

#### **Knowledge of:**

- The internet and/or intranet to conduct online research and obtain information related to programs and projects.
- Budget techniques to track expenditures.
- Product merchandising, sales, and project management techniques to promote Lottery sales.
- Product marketing principles, practices, and techniques (e.g., Point of Sale displays) to promote the sale of Lottery products.
- Basic mathematics (e.g., addition, subtraction, percentages, multiplication, division) principles to maintain records (e.g., inventory, Promotional Coupons/Scratchers logs) in accordance with Lottery guidelines.
- Various computer software and websites to accomplish work assignments.
- Spreadsheet software to prepare spreadsheet summaries and reports.
- Word processing software to prepare correspondence and reports.

#### **Ability to:**

- Remain organized and self-motivated while working on multiple projects and/or assignments to ensure completion within established timeframes.
- Independently review and edit written materials used in Lottery operations to ensure accuracy.
- Work independently under strict timelines with minimal supervision.
- Conduct and facilitate meetings and work groups to accomplish program objectives.

- Communicate information in person in a variety of settings to maximize Lottery sales and enhance customer service.
- Explain issues and solutions to a variety of audiences with varying levels of proficiency.
- Actively listen to others to obtain relevant information for effective communication.
- Provide customer service in a professional and respectful manner while meeting the needs of retailers and customers.
- Work cooperatively with diverse individuals to maintain positive working relationships with involved parties.
- Use a computer to conduct Lottery operations (e.g., monitoring expenditures and the budget).
- Learn new functions of computer software applications.
- Creatively market products with open-mindedness.
- Demonstrate capacity for development as evidenced by academic achievement, work history, or well-defined occupational or vocational interests.

**Willingness to:**

- To work in a rapidly changing environment.
- To do detailed analytical work in order to learn the practical application of marketing principles.

**Marketing Analyst 2**

**Knowledge of:**

- Various computer software (e.g., Microsoft Office) and websites (e.g., InfoDist) to accomplish work assignments.

**Ability to:**

- Identify required data needed to perform work tasks, address issues, evaluate program effectiveness, and/or serve as a basis for program/project-specific decisions.
- Independently generate and analyze statistical reports to document and evaluate Lottery activities.
- Read and comprehend written material (i.e., monthly field priorities sent by management) to remain current with regulations and maximize Lottery sales.
- Analyze marketing data in order to provide recommendations to retailers and/or management for maximizing Lottery sales.
- Reason logically and creatively when solving problems or making decisions (e.g., evaluating issues, generating solutions) utilizing a variety of analytical techniques to develop and evaluate alternatives.
- Represent the Lottery in a professional manner before corporate (key account) executives and/or others involved with the Lottery to provide/exchange information or resolve problems.
- Facilitate meetings and discussions, ensuring focus on the intended topic, and encouraging active participation by all attendees.
- Interact with internal staff, vendors, marketing agencies, and others with sensitivity, tact and good judgment.
- Work as a team member, understanding how each member's efforts contribute to a department goal.
- Evaluate sales information (Scratcher sales, Key Performance Indicators (KPI), etc.) to appraise the effectiveness of promotional merchandising and Return on Investment.
- Effectively contribute to new business-building opportunities based on product's objectives and strategies.

**VETERANS' PREFERENCE POINTS**

Veterans' Preference Points will be added to the final score of all competitors who are successful in the Marketing Analyst 1 portion of the examination, and who qualify for, and have requested, these points through CalHR. Due to changes in the law, effective January 1, 1996, veterans who have achieved

permanent civil service status are not eligible to receive Veterans' Preference Points.

Veterans' Preference Points will not be added to the final score for the Marketing Analyst 2 portion of the exam, because it does not meet the requirements to qualify for Veterans' Preference Points.

## CAREER CREDITS

Career Credits will not be added to the final score for this exam, because it does not meet the requirements to qualify for Career Credits.

## CONTACT INFORMATION

If you have any questions concerning this examination bulletin, please contact:

CalHR, Examination Services  
1515 S St., North Bldg.  
Sacramento, CA 95811  
1-866-844-8671, TTY (916) 654-6336  
California Relay Service: 1-800-735-2929 (TTY), 1-800-735-2922 (Voice)

TTY is a Telecommunications Device for the Deaf, and is reachable only from phones equipped with a TTY Device.

## GENERAL INFORMATION

**Applications are available** at [www.jobs.ca.gov](http://www.jobs.ca.gov), CalHR offices, and local offices of the Employment Development Department.

**If you meet the requirements** stated on this examination bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be rated against a predetermined job-related rating, and all candidates who pass will be ranked according to their scores.

**The California Department of Human Resources (CalHR)** reserves the right to revise the examination plan to better meet the needs of the service, should the circumstances under which this examination was planned change. Such revision will be in accordance with civil service laws and rules, and all competitors will be notified.

**Candidates needing special testing arrangements** due to a disability must mark the appropriate box on the application and contact the testing department.

**Hiring Interview Scope:** In a hiring interview, in addition to the scope described in this bulletin, the panel will consider education, experience, personal development, personal traits, and fitness. In appraising experience, more weight may be given to the breadth and recency of pertinent experience, and evidence of the candidate's ability to accept and fulfill increasing responsibilities than to the length of his/her experience. Evaluation of a candidate's personal development will include consideration of his/her recognition of his/her own training needs; his/her plans for self-development; and the progress he/she has made in his/her efforts toward self-development. For more information, you may refer to the classification specification [here](#).

**General Qualifications:** Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, the ability to work cooperatively with others, and a state of health consistent with the ability to perform the assigned duties of the class. A medical examination may be required. In open examinations, investigation may be made of employment records and personal history, and fingerprinting may be required.

**Eligible Lists:** Eligible lists established by competitive examination, regardless of date, must be used in the following order: 1) sub-divisional promotional, 2) departmental promotional, 3) multi-departmental

promotional, 4) service-wide promotional, 5) departmental open, and 6) open. When there are two lists of the same kind, the older must be used first. Eligible lists will expire in one to four years unless otherwise stated on the bulletin.

**Veterans' Preference Points:** California Law (Government Code 18971-18978) allows the granting of Veterans' Preference Points in open entrance and open, non-promotional entrance examinations. Veterans' Preference Points will be added to the final score of all competitors who are successful in these types of examinations, and who qualify for, and have requested by mail, these points. **In open (only)** entrance examinations, Veterans' Preference Points are granted as follows: 10 points for veterans, widows and widowers of veterans, and spouses of 100% disabled veterans (5 points for widows, widowers, and spouses if the veteran was in the National Guard); and 15 points for disabled veterans. **In open, non-promotional** entrance examinations, Veterans' Preference Points are granted as follows: 10 points for veterans, and 15 points for disabled veterans. Employees who have achieved permanent State civil service status are not eligible to receive Veterans' Preference Points. "Permanent State civil service status" means the status of an employee who is lawfully retained in his/her position after completion of the applicable probationary period. This includes permanent intermittent, part-time, and full-time appointments. In addition, individuals who at any time achieved permanent State civil service status and subsequently resigned, or were dismissed from State civil service are not eligible to receive Veterans' Preference Points. Veteran status is verified by the Department of Human Resources (CalHR). Directions to apply for Veterans' Preference Points are on the Veterans' Preference Application (Std. Form 1093), which is available at <http://jobs.ca.gov/Job/VeteransInformation> or from CalHR, Examination Services, 1515 S St., North Bldg., Sacramento, CA 95811, and the Department of Veterans Affairs.

#### **TAKING THE EXAM**

**When you click the link below, you will be directed to the Training and Experience Examination. At the end of the Training and Experience Examination, it will be instantly scored.**

**[Click here to go to the Training and Experience Examination.](#)**