



**3PB58-01 Key Accounts Specialist
3PB58-02 Key Accounts Manager
Class Codes: 1787, 1983**

Department: California State Lottery
Final Filing Date: Continuous
Type of Examination: Departmental Open
Salary: See below for Salary Information

EEO

An equal opportunity employer to all regardless of race, color, religion, sex, gender identity or expression, national origin, age, ancestry, disability, marital status, political affiliation, sexual orientation, genetic information, medical condition, or military and veteran status of any person.

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 Evaluation at any time.

Once you have taken the Training and Experience Evaluation, you may not retake it for 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 California Department of Human Resources (CalHR), Examination Services at (866) 844-8671, or via the California Relay Service for the Deaf or Hard of Hearing at (800) 735-2929 from TTY Phones and (800) 735-2922 from voice phones.

SALARY INFORMATION

Key Accounts Specialist

Monthly Ranged Salary: \$4,400.00 - \$5,508.00

Key Accounts Manager

Monthly Ranged Salary: \$5,079.00 - \$6,311.00

ELIGIBLE LIST INFORMATION

An open, merged eligible list will be established by the California Department of Human Resources 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 12 months after it is established. Competitors must then retake the Training and Experience Evaluation 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:

Possession of a valid driver license of the appropriate class issued by the Department of Motor Vehicles. Applicants who do not possess the license will be admitted to the examination but must secure the license prior to appointment.

Education: A Bachelor's Degree in Business Administration or [a closely related field](#). (Additional qualifying experience may be substituted for the required education on a year-for-year basis.)

Key Accounts Specialist, California State Lottery

Experience: Two years of [increasingly responsible sales management experience](#) performing duties in one or a combination of the following:

1. Establishing, developing and maintaining [major new customer accounts](#);
2. Developing marketing plans, strategies and promotions and making sales presentations to clients; and
3. Sales management with emphasis on [wholesale](#) or distribution sales.

Key Accounts Manager, California State Lottery

Either 1

Two years of experience in the California state service performing the duties of a Key Accounts Specialist, California State Lottery, or a District Manager, California State Lottery.

Or 2

Three years of experience in the California state service performing the duties of a District Sales Supervisor, California State Lottery.

Or 3

Five years of [increasingly responsible sales management experience](#) establishing, developing and maintaining [major new customer accounts](#), at least two years of which shall have included supervising sales staff engaged in servicing major retail chain or franchise accounts. (Experience in the California state service applied toward this requirement must include either three years of experience performing duties at the [level of responsibility equal to a District Sales Supervisor, California State Lottery, or two years of experience performing duties at the level of responsibility equal to a District Manager, California State Lottery, or a Key Accounts Specialist, California State Lottery.](#))

POSITION DESCRIPTION

Key Accounts Specialist, California State Lottery

This is the full, professional journey level in this series. Key Account Specialists (KASs) serve as liaisons between the Lottery and executive levels of major organizations, such as presidents, marketing and operations officers, regional and zone managers, to secure their participation as Lottery retailers. Incumbents service key account organizations on a regular basis. In a geographic area, the KAS solicits new key accounts, analyzes performance results and initiates corrective action. KASs are responsible for independent problem solving within their assigned accounts.

Key Accounts Manager, California State Lottery

This is the supervisory level over the Key Accounts program. Incumbent has major administrative

responsibilities over staff assigned to the Key Accounts Department. The Key Accounts Manager monitors and manages all activities of the KASs; develops and monitors the Key Accounts budget; acts as the chief liaison with major retail trade associations; makes presentations to major key accounts and interacts with the highest level executives; resolves the most complex and sensitive key accounts issues; develops strategies for presentations which meet Lottery objectives; provides consultation on key accounts issues to managers and administrators throughout the Lottery.

EXAMINATION INFORMATION

TRAINING AND EXPERIENCE EVALUATION – Weighted 100%

The examination will consist solely of a Training and Experience Evaluation. 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 Evaluation process.

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

KNOWLEDGE AND ABILITIES

Key Accounts Specialist and Key Accounts Manager

Knowledge of:

1. Principles, practices and trends of wholesale sales, retail, product marketing, merchandising and business administration to complete orders and increase sales of products/services.
2. Sales promotion techniques to ensure the sale of products and increase visibility.
3. The differences and needs of various retail establishments (e.g., chain stores, independent/corporate) to assist in maximizing sales.
4. Research and data gathering techniques (e.g., online resources, search engines, data bases) to compile information for projects and assignments.
5. Business and management principles as they apply to a sales environment.
6. Basic mathematics (e.g., addition, subtraction, percentages, multiplication, division).
7. The structure and content of the English language including the meaning and spelling of words, rules of composition and grammar.

Ability to:

1. Present marketing displays and promotional strategies to increase sales.
2. Develop and conduct presentations to executive level clients of major retail companies to increase sales.
3. Promote and assist in the implementation of marketing strategies and techniques to maximize sales.
4. Use logic and reasoning to identify the strength and weaknesses of alternative solutions, conclusions or approaches to problems.
5. Interpret and analyze statistical reports to verify the efficiency of sales processes for retailers and staff.
6. Read and comprehend written material to remain current with regulations and maximize sales.
7. Conduct statistical analysis of reports to recommend appropriate mix of products to retailers.
8. Monitor sales activities of retailers and initiate corrective actions if necessary.
9. Deal with challenging customers and retailers and still provide satisfactory service in a professional manner.
10. Establish and maintain constructive relationships with external contractors and internal support staff.
11. Interact with internal staff, vendors, marketing agencies and others with sensitivity, tact and good judgment.
12. Consult with and advise top-level management on a wide variety of program matters.
13. Verbally communicate information in a variety of settings (e.g., retail environments, local public groups) to maximize sales and enhance customer service.

14. Present research findings and results at the appropriate level of complexity given the intended audience.
15. Use a computer to conduct sales operations (e.g., remotely monitor progress on assigned tasks/activities, review reports and sales).
16. Establish long-range objectives and specify the strategies and actions to achieve them.
17. Establish, prioritize, coordinate and implement work assignments to complete projects and assignments within established timeframes.
18. Monitor/assess performance of retailers and vendors to make improvements or take corrective action.
19. Remain organized while working on multiple projects and/or assignments to ensure completion within established timeframes.
20. Work in a rapidly changing environment.
21. Communicate information in writing (via email, memos, etc.) to different audiences using word processing software.
22. Work cooperatively with diverse individuals and cultures to maintain positive working relationships with involved parties.
23. Work as a team member, understanding how each member's efforts contribute to a department goal.
24. Interact with retailers and others with sensitivity, tact, and good judgment.
25. Conduct and facilitate meetings and work groups.

Key Accounts Manager

Knowledge of:

1. California State Lottery priorities and sales goals to efficiently conduct the Lottery ticket sales day-to-day operations.
2. Leadership practices to direct, coordinate, motivate, and lead staff to maximize sales and accomplish Lottery objectives.
3. Conflict management techniques to address adverse situations involving retailers, staff, and others.

Ability to:

1. Provide guidance and direction to staff, including setting performance standards and monitoring performance.

VETERANS' PREFERENCE

Veterans' Preference will be granted for this examination. Effective January 1, 2014, in accordance with Government Codes 18973.1 and 18973.5, whenever any veteran, widow or widower of a veteran, or spouse of a 100 percent-disabled veteran achieves a passing score on an open examination, he or she shall be ranked in the top rank of the resulting eligibility list. This section shall not apply to any veteran who has been dishonorably discharged or released.

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 **technical** questions concerning this examination bulletin, please contact:

California Department of Human Resources

Attn: Examination Services

1515 S Street

Sacramento, CA 95811

Phone: 1-866-844-8671

California Relay Service: 1-800-735-2929 (TTY), 1-800-735-2922 (Voice)

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

California State Lottery

Attn: Examination Unit, Lu Cruz
PO BOX 2630
Sacramento, CA 95812
916-822-8146

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

GENERAL INFORMATION

For an examination with a written feature, it is the candidate's responsibility to contact the testing department three weeks after the Final Filing Date if he/she has not received his/her notice.

If a candidate's notice of oral interview or performance test fails to reach him/her 3 days prior to their scheduled appointment due to a verified postal error, he/she will be rescheduled upon written request.

Examination Locations: When a written test is part of the examination, it will be given in such places in California as the number of candidates and conditions warrant. However, locations of interviews or performance evaluations may be limited or extended as conditions warrant.

Applications are available at www.jobs.ca.gov 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 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 <http://www.calhr.ca.gov/state-hr-professionals/pages/1787.aspx>.

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: Effective January 1, 2014, in accordance with Government Codes 18973.1 and 18973.5, Veterans' Preference will be awarded as follows: 1) Any veteran, widow or widower of a veteran, or spouse of a 100 percent disabled veteran, who achieves a passing score in an entrance examination, shall be ranked in the top rank of the resulting eligibility list. Any veteran who has been dishonorably discharged or released is not eligible for Veterans' Preference. 2) An entrance examination is defined, under the law, as any open competitive examination. And 3) Veterans' Preference is not granted once a person achieves permanent civil service status.

Veteran status is verified by the California Department of Human Resources (CalHR). Directions to apply for Veterans' Preference are on the Veterans' Preference Application (Std. Form 1093), which is available at <http://jobs.ca.gov/Job/VeteransInformation>, and the Department of Veterans Affairs.

TAKING THE EXAM

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

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