



## Marketing Specialist and Senior Marketing Specialist Series

Agency Code: E699 - Exam Code: PB112 - Class Codes: 9069 & 9073

This multi-level examination is for:

E699-9069-2PB11-01 Marketing Specialist, CSL  
E699-9073-2PB11-02 Senior Marketing Specialist, CSL

<b>Department(s):</b>	California State Lottery
<b>Opening Date:</b>	6/15/12
<b>Final File Date:</b>	Continuous
<b>Type of Examination:</b>	Departmental Open
<b>Salary:</b>	MONTHLY-RANGED-SALARY – MS \$4833-\$5874 SMS \$5328-\$6477
<b>Tenure/Time-base:</b>	Permanent Full-time Permanent Part-time Permanent Intermittent Limited Term Full-time Limited Term Part-Time Limited Term Intermittent
<b>Location(s):</b>	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 below may apply for this Training and Experience Examination at any time. Once you have taken the examination, you may not reapply for twelve (12) months

## SALARY INFORMATION

### **9069** **MARKETING SPECIALIST, CALIFORNIA STATE LOTTERY**

\$4,833.00 - \$5,874.00/Month

### **9073** **SENIOR MARKETING SPECIALIST, CALIFORNIA STATE LOTTERY**

\$5,328.00 - \$6,477.00/Month

## FILING INSTRUCTIONS

**Final Filing Date:** Continuous

**Where to Apply:** Click the Marketing Specialist and Senior Marketing Specialist examination 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 State Personnel Board, Examinations Unit 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.

## ELIGIBLE LIST INFORMATION

A departmental open, merged eligible list will be established for use by the California State Lottery department. The names of successful competitors will be merged onto the eligible list in order of final scores regardless of test date. Eligibility expires twelve (12) months after it is established; competitors must then retest 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 announcement as of the date the exam is taken.

## MINIMUM QUALIFICATIONS

### **ALL LEVELS: (Both Marketing Specialist and Senior Marketing Specialist)**

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.) **AND**

### **MARKETING SPECIALIST, CALIFORNIA STATE LOTTERY**

#### **Either I**

One year of experience performing the duties of a Marketing Analyst II, California State Lottery.

#### **Or II**

Three 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 II, California State Lottery.)

### **SENIOR MARKETING SPECIALIST, CALIFORNIA STATE LOTTERY**

#### **Either I**

One year of experience performing the duties of a Marketing Specialist, California State Lottery.

#### **Or II**

Four years of progressively responsible professional experience performing duties comparable to that of either: (a) a marketing manager, brand manager, or product manager in the marketing division of a large national or regional corporation engaged in product development or marketing of mass consumer products or services, or (b) an account executive, account supervisor, or research manager in a large regional or nationally-based media advertising or market research agency. Duties must be oriented to marketing or advertising a mass consumer product or service.

In appraising relative qualifications, the recency, breadth, and depth of relevant experience, and the candidate's ability to accept and fulfill increasing responsibilities, will be given greater consideration than the length of experience.

## **EXAMINATION INFORMATION**

### **Online Training & Experience Examination - Weighted 100%**

The examination will consist of a Training and Experience Examination, which is the sole component of the Marketing Specialist and Senior Marketing Specialist series. To obtain a position on the eligible list, a minimum score of 70% must be attained. An applicant will receive his/her score upon completion of the Training & Experience Examination, which is based on the knowledge and abilities listed below.

[Click here for a preview of the Training and Experience Examination questions.](#)

## KNOWLEDGE AND ABILITIES

### Marketing Specialist and Senior Marketing Specialist

#### Knowledge of:

- 1) Research and data gathering techniques (e.g., online resources, search engines, data bases) to compile information for projects and assignments.
- 2) Budget techniques to track expenditures.
- 3) Product merchandising, sales, and project management techniques to promote Lottery sales.
- 4) Product marketing principles, practices, and techniques (e.g. Point of Sale displays) to promote the sale of Lottery products.
- 5) 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.
- 6) Various computer software and websites to accomplish work assignments.
- 7) Spreadsheet software to prepare spreadsheet summaries and reports.
- 8) Word processing software to prepare correspondence and reports.

#### Ability to:

- 1) Present research findings and results at the appropriate level of complexity given the intended audience.
- 2) Identify required data needed to perform work tasks, address issues, evaluate program effectiveness, and/or serve as a basis for program/project-specific decisions.
- 3) Remain organized and self-motivated while working on multiple projects and/or assignments to ensure completion within established timeframes.
- 4) Independently review and edit written materials used in Lottery operations to ensure accuracy.
- 5) Work independently under strict timelines with minimal supervision.
- 6) Handle day-to-day advertising issues on specific campaigns for multiple contracted advertising agencies.
- 7) Independently generate and analyze statistical reports to document and evaluate Lottery activities.
- 8) Read and comprehend written material (i.e., monthly field priorities sent by management) to remain current with regulations and maximize Lottery sales.
- 9) Analyze marketing data in order to provide recommendations to retailers and/or management for maximizing Lottery sales.

- 10) 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.
- 11) Represent staff members by listening to concerns, issues, and relaying such issues to appropriate staff.
- 12) Conduct and facilitate meetings and work groups to accomplish program objectives.
- 13) Provide logical feedback to management regarding marketing, progress with work objectives, and administrative issues to enable informed decision making.
- 14) Write clear and concise explanations of the contents of a report (e.g., results, game features, policies, procedures) to audiences with varying levels of expertise.
- 15) Communicate information in person in a variety of settings to maximize Lottery sales and enhance customer service.
- 16) Explain issues and solutions to a variety of audiences with varying levels of proficiency.
- 17) Actively listen to others to obtain relevant information for effective communication.
- 18) 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.
- 19) Establish and maintain constructive relationships with external contractors and internal support staff.
- 20) Provide customer service in a professional and respectful manner while meeting the needs of retailers and customers.
- 21) Facilitate meetings and discussions, ensuring focus on the intended topic, and encouraging active participation by all attendees.
- 22) Work cooperatively with diverse individuals to maintain positive working relationships with involved parties.
- 23) Interact with internal staff, vendors, marketing agencies, and others with sensitivity, tact and good judgment.
- 24) Work as a team member, understanding how each member's efforts contribute to a department goal.
- 25) Evaluate sales information (Scratcher sales, Key Performance Indicators (KPI), etc.) to appraise the effectiveness of promotional merchandising and Return on Investment.
- 26) Develop and recommend sales and marketing plans for retailers to maximize Lottery sales.
- 27) Use a computer to conduct Lottery operations (e.g. monitoring expenditures and the budget).
- 28) Learn new functions of computer software applications.
- 29) Recognize the need to shift priorities and resources to staff in order to improve performance and productivity.

- 30) Learn new information and processes through various forms of training (e.g. classroom setting) or from co-workers and supervisors to develop professionally and learn new skills and techniques.
- 31) Effectively contribute to new business-building opportunities based on product's objectives and strategies.
- 32) Creatively market products with open mindedness.
- 33) Demonstrate capacity for development as evidenced by academic achievement, work history, or well-defined occupational or vocational interests.

**Willingness to:**

- 1) Work in a rapidly changing environment.
- 2) Do detailed analytical work in order to learn the practical application of marketing principles.

**Senior Marketing Specialist only**

**Knowledge of:**

- 1) Conflict management techniques to address adverse situations involving retailers, staff, and others.
- 2) Leadership practices to direct, coordinate, motivate and lead staff to maximize sales, and accomplish Lottery objectives.

**Ability to:**

- 1) Train others with varying levels of understanding.
- 2) Monitor and evaluate the work of staff to ensure that it meets quality, quantity, and timeliness standards.
- 3) Assess and identify staff training needs to improve staff competency and productivity.
- 4) Accept and fulfill increasing responsibilities.

**BENEFITS**

To learn more about the comprehensive benefit package please visit <http://www.calpers.ca.gov> .

**VETERANS' PREFERENCE POINTS**

Veterans' Preference Points **will not** be added to the final score for this 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.

## ADDITIONAL DESIRABLE QUALIFICATIONS

In appraising relative qualifications, the recency, breadth, and depth of relevant experience, and the candidate's ability to accept and fulfill increasing responsibilities, will be given greater consideration than the length of experience.

## CONTACT INFORMATION

If you have any questions concerning this announcement, please contact the SPB Exam Analyst over this exam at:

State Personnel Board (SPB)  
Examination Services Unit  
801 Capitol Mall  
Sacramento, CA 95814  
(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.

## SPECIAL REQUIREMENTS

### SPECIAL PERSONAL REQUIREMENTS

Ability to creatively market products and services; think analytically, creatively, strategically, and practically; flexibility; work within time constraints; and open mindedness.

### FELONY DISQUALIFICATION

Pursuant to Government Code Section 8880.71, persons convicted of a felony and any gambling-related offense are disqualified from employment with the California State Lottery and are, therefore, not eligible to be examined for, or appointed to, positions in this class.

### BACKGROUND INVESTIGATION

Pursuant to Government Code Section 8880.32, all persons successful in the examinations for this class shall be required to undergo a thorough investigation prior to appointment.

## DISCLAIMER

Please click on the link below to review the official class specification:

<http://www.dpa.ca.gov/textdocs/specs/s9/s9067.txt>

## GENERAL INFORMATION

**Applications are available** at [www.jobs.ca.gov](http://www.jobs.ca.gov), State Personnel Board offices, local offices of the Employment Development Department and the testing department on this job bulletin.

**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 State Lottery** 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/or 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, and 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, 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.

## 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, once you click "Score My Exam," it will be instantly scored and will generate a results notice. You will not be able to go back to review and/or change your responses.**

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