

Position Description

Read each heading carefully before proceeding. Make statements simple, brief, and complete. Be certain the form is signed. Send the original to the Division of Personnel Services.

CHECK ONE: NEW POSITION EXISTING POSITION

Agency
Number

Part I - Items 1 through 12 to be completed by department head or personnel office.

1. Agency Name Kansas Lottery		9. Position No. K0223701	10. Budget Program Number		450
2. Employee Name (leave blank if position vacant)			11. Present Class Title (if existing position) Public Information Officer		
3. Division Executive		12. Proposed Class Title			Position Number K0223701
4. Section Communications & Public Information	For	13. Allocation			
5. Unit		Use	14. Effective Date		
6. Location (address where employee works) City Topeka County Shawnee	By		15. By	Approved	
7. (circle appropriate time) Full time XX Perm. 100% Inter. Part time Temp.		Personnel	16. Audit Date: By: Date: By:		
8. Regular hours of work: (circle appropriate time) FROM: 8:00 AM/PM To: 5:00 AM/PM	Office		17. Audit Date: By: Date: By:		

PART II - To be completed by department head, personnel office or supervisor of the position.

18. If this is a request to relocate a position, briefly describe the reorganization, reassignment of work, new function added by law or other factors which changed the duties and responsibilities of the position.

Position responsibilities are critical to the public image and perception others have of the Lottery. Responsibilities continue to expand as the Lottery introduces new products and implements initiatives and programs that are designed to enhance its capacity to generate increased revenues for the State. Position is actively involved with our retailers, players, and winners and, plays a vital role in the establishment and nurturing of partnerships with Kansas businesses, other state agencies, and other lotteries. Position serves as primary contact with the press and to groups such as the Problem Gambling Coalition.

19. Who is the supervisor of this position? (Who assigns work, gives directions, answers questions and is directly in charge.)

Name	Title	Position Number
Stephen Durrell	Executive Director	K0120583

Who evaluates the work of an incumbent in this position?

Name	Title	Position Number
Stephen Durrell	Executive Director	K0120583

20. a) How much latitude is allowed employee in completing the work? b) What kinds of instructions, methods and guidelines are given to the employee in this position to help do the work? c) State how and in what detail assignments are made.

As a key member of the Lottery's communications team, the incumbent carries-out, and assists with, all external and internal communication initiatives. This includes speaking to the media, writing and editing press releases and internal and external newsletters, assisting Kansas Lottery players over the phone and/or in person, etc. Additionally, this role will collaborate with other departments on short and long-term projects, content for websites and social media, and other initiatives as assigned.

Employee is provided extensive latitude to carry out responsibilities and authority to make decisions that affect program responsibilities, initiatives, and resources. The employee uses independent judgment in determining program needs and prioritizing work. Assignments are outcomes-based and are generally self-initiated and/or generated based on such things as program knowledge and expertise and agency needs and direction. Assignments may be given by the Executive Director or other agency directors or Public Information colleagues in response to mandates and/or periodic requests for information, etc. Work activities must flex to address agency needs. Employee is responsible for results achieved. Work is reviewed via outcomes and impact on agency, staff and others.

21. Describe the work of this position using the page or one additional page only. (Use the following format for describing job duties:) **What** is the action being done (use an action verb); to **whom** or **what** is the action directed (object of action) ; **why** is the action being done (be brief); **how** is the action being done (be brief). For each task state: Who reviews it? How often? What is it reviewed for?

Number Each Task and Indicate Percent of Time

E = designates essential duties of the position
M = designates marginal duties of the position

1. 20% (E)

Program Management: Works collaboratively with program colleagues, department directors and the executive director to develop programs and activities and related procedures and policies to holistically promote and enhance the public image and integrity of the Kansas Lottery brand and its products. Use PR strategies, to support the branding initiatives in an integrated fashion with all other moving parts of the marketing and public information and communication programs. Support individual game initiatives with micro PR plans that corresponds with the total marketing effort. Evaluates Lottery procedures and activities and assesses impact on the public image and integrity of the Lottery to ensure continued effectiveness and make and/or recommend changes as needed. Serves as an advisor to the Executive Director and other program directors on the public information and PR strategies and activities related to the Lottery. Develops strategic plans and program activities to further enhance awareness of Lottery initiatives and how the Lottery provides benefits to the state. Confers with other Lottery staff as requested and makes recommendations on ways to enhance other programs and activities in order to present a holistic approach and/or improved product. Assists with and or completes the establishment of program goals and ensures completion and interface with other program activities and initiatives. Develop annual PR plan that will leverage and support all key marketing and other related activities.

2. 25% (E)

External and Internal Agency Communication Liaison: Serves as an initial point of contact for news media, players and others contacting the Lottery. Develops and maintains an effective working relationship with television, internet bloggers, radio, and newspapers across the state of Kansas. Fulfills requests for Lottery information, sometimes through open records requests made through the Kansas Open Records Act (KORA) and also serves as the liaison with news media, Governor's office, Legislature, other State of Kansas agencies, public and lottery industry. Coordinates communications that are presented by others and determines best way to address requests for information. Works with Marketing staff on schedules for special promotions, new game launches, copy writing, coordinating public events, and proofing of Marketing materials. Attends marketing meetings. Serves as the agency representative for the Kansas Coalition on Problem Gambling, which includes attendance and monitoring of the KCPG monthly meetings. Represents the Lottery on other committees as requested by the Executive Director. Prepares scripts, talking points, and speeches for public presentation by self or other Lottery officials. Coordinates requests for Lottery speakers to outside organizations. Works with the Lottery marketing team and its advertising agency to take advantage of various PR opportunities to build a positive reputation for the Kansas Lottery. This might include merchandising commercial productions, retailer successes, special events or developing interesting winner awareness strategies. Be responsive to opportunity-driven ideas to seize positive publicity for the Lottery brand and its products.

3. 25% (E)

Lottery Education and Promotion: Interviews winners who claim prizes that are generally over a specified dollar amount; answers questions and addresses concerns of players and members of the public who contact the Lottery. Prepares and/or oversees preparation of news releases, information bulletins, flyers and brochures, newsletters, and other written materials that provide reader with a broader understanding of the Lottery and its products. Communicates program information to the public, other governmental organizations/agencies, and staff in order to provide facts and/or education. Oversee production of paper and electronic newsletters, and uploading of news and information onto the agency website. May also coordinate with Social Media Director or other employees on the creation of educational videos or other media.

4. 10% (E)

Staff Oversight and Mentoring: Trains, coordinates and oversees the work of others that have direct contact with players and retailers. Ensures work meets established standards and levels of professionalism and provides routine coaching and mentoring. Ensures training and development and skill building needs are identified and addressed.

5. 10% (E)

Special Projects: Develops and coordinates special projects and attends events including but not limited to: news conferences throughout the state of Kansas, statewide media tours, Director's Club activities, prize presentations, game launches and promotions, announcements of winning players or numbers, off-site drawings, joint events with Lottery partners, strategy planning with Lottery partners, and other activities, some involving travel, as approved and directed by Executive Director.

6. 10% (M)

Other Duties: Participates in Lottery and other meetings and activities as needed or requested. May participate in legislative hearings, prepare testimony, and perform other related activities. Completes other duties as assigned.

-
22. a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position.
(XX) Lead worker assigns, trains, schedules, oversees, or reviews work of others.
() Plans, staffs, evaluates, and directs work of employees of a work unit.
() Delegates authority to carry out work of a unit to subordinate supervisors or managers.

- b. List the names, class titles, and position numbers of all persons who are supervised directly by employee on this position.
- | Title | Position Number |
|-------|-----------------|
|-------|-----------------|

-
23. Which statement best describes the results of error in action or decision of this employee?
() Minimal property damage, minor injury, minor disruption of the flow of work.
() Moderate loss of time, injury, damage or adverse impact on health and welfare of others.
(XX) Major program failure, major property loss, or serious injury or incapacitation.
() Loss of life, disruption of operations of a major agency.
Please give examples.

This position represents the Lottery at public functions, meetings, Lottery sponsored events, in written correspondence, by phone, and in-person communications. Position may also represent the Lottery at legislative hearings and associated activities. Errors in judgment and inappropriate communications or actions could damage the image of the Lottery, affect sales and organizational support. Poor planning and timing of events could adversely impact government officials, business owners/chief operating officers, which in turn could adversely impact Lottery operations, its reputation and public image.

-
24. For what purpose, with whom and how frequently are contacts made with the public, other employees or officials?

Daily contact with agency administration and employees, other agencies and the general public to counsel, motivate, make presentations, advise, justify, negotiate, train, recommend, consult and direct activities and understanding and/or to gain cooperation. Contact may be in verbal and written form; in person or by phone. May be required to testify before legislative committees regarding program responsibilities and other assigned duties.

-
25. What hazards, risks or discomforts exist on the job or in the work environment?

Standard office environment. In town and statewide travel required. Occasional out-of-state travel also required. Overnight stays in hotel/motels. May come in contact with irate or upset players, people who are opposed to the Lottery industry, etc.

-
26. List machines or equipment used regularly in the work of this position. Indicate the frequency with which they are used.

**PC – daily
Cell phone – daily
Telephone – daily
State vehicle – frequently
Digital camera – frequently
Lottery terminal – frequently
Calculator – occasionally
Typewriter – occasionally
Various media and communications related software and hardware**

PART III - To be completed by the department head or personnel office

27. List in the spaces below the minimum amounts of education and experience which you believe to be necessary for an employee to begin employment in this position.

Education –

- **High School Diploma or equivalent required.**
- **Bachelor's degree in journalism, communications, public relations, marketing, or a related field preferred. Successfully demonstrated relevant work experience may be substituted for a college degree as deemed appropriate by the agency.**

Education or Training - Special or professional

- **Proficient in Microsoft Suite, Adobe Creative Suite (InDesign, Photoshop) required.**
- **Experience with photography, videography, and or graphic design required.**
- **Experience with media and/or media relations preferred.**
- **Experience creating and managing content for social media preferred.**
- **Bilingual (Spanish) preferred**

License, certificates and registrations

- **Valid Kansas Driver's License at time of hire and throughout employment required.**

Special knowledge, skills and abilities

- **Demonstrated excellent written and oral communication skills and strong writing and editing skills required.**
- **Familiarity with AP style preferred.**
- **Ability to keep all stakeholders associated with the brand aware of all PR interactions required.**
- **Analytical and problem solving skills required**
- **Excellent intrapersonal communication skills required.**
- **Ability to effectively communicate and work with a wide variety of diverse groups and individuals required.**
- **Ability to work in a collaborative team setting and individually on multiple projects required.**
- **Demonstrated public speaking ability required.**
- **Must be deadline and detail oriented required.**
- **Strong organizational skills required.**

Experience - Length in years and kind

- **Experience in managing, administering and/or supervising related programs and staff preferred.**

28. SPECIAL QUALIFICATIONS

State any additional qualifications for this position that are necessary either as a physical requirement of an incumbent on the job, a necessary special requirement, a bona fide occupational qualification (BFOQ) or other requirement that does not contradict the education and experience statement on the class specification. A special requirement must be listed here in order to obtain selective certification.

- **Must be able to pass extensive background investigation upon hire and periodic updates as required.**
- **Subject to State of Kansas Tax Clearance upon hire and periodic updates as required.**
- **Employees of the Kansas Lottery and designated family members and other person who reside in the same residence are subject to the provisions of the Kansas Lottery Act, K.S.A. 74-8701 et seq., and the Kansas Expanded Lottery Act, K.S.A. 74-8733 et seq.**
- **Must complete I-9 Form upon hire and update and/or re-verify as required.**
- **By law, any person who holds or has held a license with the Kansas Racing and Gaming Commission may not be employed by the Kansas Lottery within five years after last holding such license.**

Signature of Employee

Date

Signature of Personnel Official

Date

Approved:

Signature of Supervisor

Date

Signature of Agency Head or
Appointing Authority

Date