

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

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

1. Agency Name Kansas Lottery		9. Position No. K0226343	10. Budget Program Number	Agency Number 450 Position Number K0226343
2. Employee Name (leave blank if position vacant)		11. Present Class Title (if existing position) Instant Product Manager		
3. Division Marketing		12. Proposed Class Title		
4. Section	For Use By Personnel Office	13. Allocation		
5. Unit		14. Effective Date		
6. Location (address where employee works) City Topeka County Shawnee		15. By	Approved	
7. (circle appropriate time) Full time XX Perm. Inter. Part time Temp. 100%	Office	16. Audit Date: By: Date: By:		
8. Regular hours of work: (circle appropriate time) FROM: 8:00 AM/PM To: 5:00 AM/PM		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.

This position has responsibility for the day to day Management of all instant and pull tab product development activities, including game concepts, price point mix determination, coordination and implementation of agency's strategic plan. Position also works collectively with Sales & Marketing Director and Player Loyalty Program manager and agency vendors on prizes, points prize structures, marketing plan and promotions.

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

Name	Title	Position Number
Crystal Romanchek	Deputy Director of & Marketing	K0231477

Who evaluates the work of an incumbent in this position?

Name	Title	Position Number
Crystal Romanchek	Deputy Director of & Marketing	K0231477

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.

Employee is given latitude to complete work within agreed upon parameters and budgetary constraints. Employee has authority to exercise independent judgment and discretion in determining course of action in the performance of duties. Work is evaluated for outcomes and results achieved.

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 & Indicate % of Time

E = designates essential duties of the position

M = designates marginal duties of the position

1. 40% E

Instant/Pull Tab Product Development Strategies and Research: Under the direction of the Director of Sales & Marketing, Deputy Director of Marketing and Player Loyalty Coordinator, develops agency strategies for instant and pull tab products to maximize agency sales and transfers to the State of Kansas. These strategies will address developing and maintaining an optimum assortment of games with sub-strategies for each variable including price point, theme, play style, prize payout, prize structure, game design, and quantity. Strategies also will include an annual timetable and process for game launches based on game cycles as well as projections for game sales, rate of sales, and ticket end date for each instant ticket/game. Strategies may be reviewed and or updated on a quarterly or annual basis.

Collaborates with the Director of Sales & Marketing, Deputy Director of Marketing and instant ticket printing vendors to identify research and focus testing of game design, playstyle and price points and monitor player buying patterns/habits through sales trends. Works with print vendors to identify and research game concepts and select those games with above average sales potential including core games. Organize and schedule quarterly or semi-annual presentations from each print vendors.

2. 40% E

Product Development, Production, Tracking, and Scheduling: Utilizing approved product strategies and research, oversees development and design of individual instant and pull tab games. Coordinates all instant ordering and production requirements with print/license vendors and lottery staff to meet launch schedule, including review and approval of game working papers and game artwork, game numbers, as well as rules for games and second chance draws. Oversees contracts with partnerships and licensed property vendors and coordinates contracts with purchasing and legal staffs. Monitors game inventory, including what has been shipped, consigned, validated and is in stock in the lottery warehouse and reorders games based on estimated strategy projections to ensure on-going availability and avoid out-of-stock ticket/game status. Works with IT and Player Loyalty Program (PLP) staff on interactive games, includes testing, monitoring, enhancing and approving game logistics interactive elements. Coordinates with Predictive Ordering, Warehouse, IT and Security staff on game deliveries and follow-up to ensure games are loaded in time for start date. Tracks and balances budget for printed games, license fees and sponsorships. Trains/educates lottery staff on instant and pull tab games and strategic plan. Upload instant game artwork to KSL website and to Sales Force Automation.

3. 10% NE

Lottery Promotions and Special Events Back-up: Assists with staffing of Lottery promotions and Special Events. Serves as Lottery representative and liaison. Provide back-up to Marketing staff and others as needed. Assist players, retailers, promotional winners as needed. Respond to questions and positively addresses issues as occur. Resolves conflicts and works with others to promote the lottery and its products.

4. 10% NE

Meetings and Other Duties: Participates in Marketing and agency meetings and completes other duties as assigned. May serve as team lead on projects or project team member. Active member in predictive ordering meetings. Prepares quarterly launch meetings with Executive Director, Director of Sales & Marketing and Deputy Director of Marketing.

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

*Works collaboratively with others involved in product development activities.

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 healthy and welfare of others.
- Major program failure, major property loss, or serious injury or incapacitation.
- Loss of life, disruption of operations of a major agency.

Please give examples.

Errors in product mix may result in too much or too little ticket stock, which will affect sales and number of tickets to be shred. Retailer commissions and Lottery's dollars transferred to the State may also be adversely affected. Errors can cause inefficiencies in the use of resources or interruption of the work to be performed. Error in Working and Executed Papers can result in inaccurate ticket printing and/or rules development, and/or inaccurate ticket number assignment, and/or a variety of other problems. Players can be adversely affected, leading to adverse affect on retailers, etc. Errors may also have adverse affect on lottery's image and reputation.

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

Daily contact with Lottery staff, vendors, and the public. Contact is made to receive and give information, influence or motivate, advise, clarify and resolve problems. Employee must use communication skills.

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

Standard office environment. May be exposed to all types of weather conditions when working at a remote location or promotional event. May have to lift and transport promotional or event materials and/or supplies.

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

Frequent use of state vehicle. Daily use of computer and other standard office equipment.

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 - General

- **High School Diploma or equivalent required.**
- **College Degree in business, marketing, or other related field preferred. A minimum of three years of product development or lottery-related experience may be substituted.**

Education or Training - Special or professional

License, certificates and registrations

Valid Kansas Driver's license upon hire and throughout employment

Special knowledge, skills and abilities

- **Knowledge of product development and product lifecycles required.**
- **Knowledge of marketing and advertising concepts, principles, best practices and techniques required.**
- **Demonstrated ability to apply knowledge in a sales/marketing environment required.**
- **Demonstrated ability to communicate with a variety of people in varied situations and circumstances required.**
- **Demonstrated ability to apply communication and interpersonal skills and prepare and/or present general and job specific data effectively, both orally and in writing required.**
- **Demonstrated ability to develop, plan, prioritize, implement and evaluate multiple simultaneous projects and/or project activities required.**
- **Demonstrated ability to coordinate and track details required.**
- **Demonstrated ability to make decisions affecting the day to day operations required.**
- **Demonstrated ability to analyze data, present conclusions and solve job related issues required.**
- **Ability to plan, execute and monitor contracts.**
- **Ability to perform complex tasks with high degree of accuracy and attention to detail.**
- **Ability to develop and apply Statutes, policy, procedure and regulations to job duties.**
- **Ability to maintain a budget.**

Experience - Length in years and kind

- **Two years independent, complex work experience in planning, development, implementation, and evaluation of products and programs in a lottery, sales, and/or marketing environment preferred.**
- **Three years product development, marketing and/or sales experience in sales, or marketing environment required.**

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 pass a security background clearance prior to hire and is subject to periodic updates.**
 - **Subject to tax clearance upon hire and is subject to periodic updates.**
 - **Employees of the Kansas Lottery and designated family and household members 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 Form I-9 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.**
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Signature of Employee

Date

Signature of Personnel Official

Date

Approved:

Signature of Supervisor

Date

Signature of Agency Head or
Appointing Authority

Date