

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

1. Agency Name Kansas Lottery	9. Position No. K0224801	10. Budget Program Number		450	
2. Employee Name (leave blank if position vacant)		11. Present Class Title (if existing position)			
3. Division		12. Proposed Class Title Working Title: Lottery Events Manager/Coordinator FLSA Status: Non-Exempt			
4. Section	For Use By Personnel Office	13. Allocation		Position Number K0224801	
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. 100% Inter. Part time Temp.		16. Audit Date: By: Date: By:			
8. Regular hours of work: (circle appropriate time) FROM: 8:00 AM/PM To: 5:00 AM/PM Schedule will vary with assignments. May work weekends, evenings and/or holidays.	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.

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.

This position provides direction and oversight with regards to lottery promotions and special events as well as other Kansas Lottery Promotional activities. It is responsible for development and implementation of public event activities for the Kansas Lottery throughout the state as well as the direct supervision of promotions and events team members. Assignments are made in terms of program goals and objectives, allowing latitude for determining methods, idea development and program planning. Work is reviewed periodically for compliance with goals, standards, and effectiveness.

19. 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 Percent of Time	E = Essential Function NE = Non Essential Function
1. 50% E	<p><u>Administration, Coordination and Implementation of Promotions/Special Events and Staff:</u></p> <p>Works directly with the Director of Sales and Marketing in negotiating event and sponsorship contracts as well as promotional items contracts. Responsible for complying with the specifications of the contracts and monitoring established guidelines throughout the length of the contracts. Negotiates lodging agreements for staff working events. Coordinates work with other Marketing and Lottery staff to reduce conflicts and duplication of efforts and ensures the success of promotional and/or other special events.</p> <p>Works with the Kansas Lottery Assistant Attorney General in developing special draw rules for public events and may serve as the draw official at such events. Works with Lottery purchasing and contract staff to ensure compliance with applicable regulations and statutes and to coordinate completion of sole source or other contract/purchasing agreements related to lodging and/or merchandize giveaways.</p> <p>Works with the Director of Sales & Marketing and marketing staff, public affairs and other lottery staff and vendors to coordinate the planning, preparation, promotion and implementation of lottery events, including organizing necessary equipment, activating retailer accounts for the locations involved in the event, and ordering supplies. Also identifies event staffing needs, schedules and trains staff to work events and coordinates worker transportation and lodging needs.</p> <p>This position is responsible for ticket inventory and promotional item giveaways at lottery events. Position is also responsible for ensuring all lottery staff follow agency ticket inventory and cash handling policies and procedures, including accounting and deposit of daily sales at public events.</p> <p>Communicates with lottery players, retailers, events staff, community representatives and sponsorship retailers to provide information about events and lottery products. Musat ensure that events are in compliance with applicable regulations, statutes, and policies.</p>
2. 25% E	<p><u>Supervision of Promotions and Events Team</u></p> <p>Responsible for the management, scheduling, and annual evaluation of Promotions and Events as well as review and completion of applicable paperwork. Provides training and feedback to team. Promotes appropriate staff development activities. Creates and maintains a positive goal-orientated work environment.</p>
3. 10% E	<p><u>Equipment, Promotional Items, Supplies and Other Resource Maintenance and Usage:</u></p> <p>This position is responsible for ensuring safe and compliant working conditions for self and other staff at lottery events. Maintains promotional equipment, trailers, and vehicles to ensure that all are in good working order and coordinates the completion of required maintenance and necessary repairs. Responsible for delivery of equipment, promotional displays and giveaways to and from lottery events.</p> <p>Maintains promotional item inventory and orders to ensure promotional items are readily available for applicable promotions and special events. Identifies future promotional item needs as well as manages a budget for such purchases. Responsible for coordinating renovations, modifications and use of the Kansas Lottery building at the State of Kansas fairgrounds in Hutchinson, Kansas.</p>
4. 10% E	<p><u>Assessment of Promotional and Other Special Events:</u></p> <p>Works with Director of Sales and Marketing to develop return on investment (ROI) measures to help identify potential events that meet the Agency's strategic goals and to evaluate past events for the brand exposure, sales and community relations impact. Conducts debriefing sessions with Lottery staff to assess events and promotions. Prepares reports and makes recommendations on how to enhance future event activities. Maintains records, analyzes and recommendations for use and development of future plans.</p>
5. 5% E	<p><u>Meetings and Other Duties:</u></p> <p>Attends marketing and other lottery department meetings to provide input on marketing goals and objectives. Participates in applicable meetings to give and receive information. Completes other duties as assigned.</p>

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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 |
|-------|-----------------|
|-------|-----------------|

*** Incumbent is responsible to secure, schedule, train, and oversee lottery staff that work various promotional events. These staff may routinely work in any department of the lottery and may hold fulltime positions that vary from office support and warehousing to managerial and executive staff.**

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.
 - (XX) Moderate loss of time, injury, damage or adverse impact on health 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.

- **Failure to properly carry out events could result in inefficient use of resources and may affect the reputation of the lottery.**

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

- **Frequent contact, in person and by telephone with lottery staff, vendors, and the public to give and receive information regarding public events, develop and maintain goodwill, and/or set-up and coordination event activities.**
- **Organize and supervise lottery staff at public events. Work with media throughout the State of Kansas. This may include on-air interviews and promoting Kansas Lottery products with on stage audience participation.**

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

- **Frequent travel throughout the State of Kansas, working weekends, holidays and evenings during special promotions or events.**
- **Outdoor events result in exposure to disagreeable weather conditions.**
- **May be required to stand a good deal of the time at an event.**
- **Frequent lifting, loading and unloading physical activity required.**
- **Position involves possession and transportation of large sums of money, equipment and assorted merchandize.**

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

- **Standard office equipment, computer- desk PC or laptop, Microsoft Suite, Word, Excel, Power Point, cell phone and Lottery terminal.**
- **Must be able to operate one of two full size (Suburban or Expedition) sport utility vehicle {SUV}, with promotional trailer in tow; maneuver, forward/reverse and park one of two promotional trailers that measure 8' x 10' or 8-x 14' to assigned location.**
- **Transport Lottery terminals and other equipment used at promotional events – frequently. Transport, load and unload promotional items for event set up and tear down.**
- **Small hand tools; hammer, socket set, wrenches, air compressor, occasionally.**

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.**

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 preferred.**
- **Knowledge of marketing and advertising concepts, principles, best practices and techniques preferred.**
- **Demonstrated ability to apply knowledge in a sales/marketing environment preferred.**
- **Demonstrated ability to communicate with a variety of people in varied situations and circumstances required.**
- **Demonstrated ability to plan, prioritize, implement and evaluate multiple simultaneous projects and/or project activities 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.**
- **Demonstrated ability to determine successful product selling mix preferred.**
- **Ability to plan, execute and monitor contracts preferred.**
- **Ability to perform complex tasks with high degree of accuracy and attention to detail required.**
- **Ability to develop and apply Statutes, policy, procedure and regulations to job duties required.**
- **Ability to maintain a budget required.**
- **Demonstrated ability to schedule and supervise staff preferred.**

Experience - Length in years and kind

- **Two years or more experience in promotion of public events and public relations required.**
- **Two years or more experience staffing events and overseeing and training staff required.**
- **Two years direct supervisory experience 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 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 be able to lift and transport up to 50 lbs.**
- **Drive a full size SUV with promotional trailer in tow; forward/reverse, as well as parking trailer to assigned location.**
- **Long periods of standing, and working in variety of weather conditions.**
- **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.**

Signature of Employee _____ Date _____

Signature of Personnel Official _____ Date _____

Approved:

Signature of Supervisor _____ Date _____

Signature of Agency Head or Appointing Authority _____ Date _____