

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.			Agency Number
CHECK ONE: <input type="checkbox"/> NEW POSITION <input checked="" type="checkbox"/> XX 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. K0215615	10. Budget Program Number	
2. Employee Name (leave blank if position vacant)		11. Present Class Title (if existing position) Advertising Coordinator	
3. Division Sales & Marketing		12. Proposed Class Title	
4. Section	For	13. Allocation	
5. Unit		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:

450

Position
Number
K0215615

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
Stephen Ortiz	Director of Sales & Marketing	K0120660

Who evaluates the work of an incumbent in this position?

Name	Title	Position Number
Stephen Ortiz	Director of Sales & Marketing	K0120660

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.

Position is responsible for coordinating a statewide public information/advertising campaign. Serves as the primary liaison between the Lottery and the advertising agency. Incumbent ensures all Lottery advertising needs are met. Work is reviewed through performance and finished product.

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. 60% E	<p>Advertising Program Coordination and Oversight: Serves as the main point of contact for the advertising agency. Meets and confers with agency officials to assist in establishing short- and long-term marketing goals and objectives for the advertising program. Manages Advertising budget, timelines, and deliverables, ensuring projects are completed timely and within budget. Presents ideas to the Director of Sales & Marketing for approval to present to advertising agency for development, or develop program internally; work with sales, public relations, Portfolio Manager and Graphic Artist to coordinate ad campaigns, point of sale materials, media copy, and advertising strategies, for the purpose of keeping appropriate staff advised of activities and insure smooth implementation. Oversee and coordinate development of advertising materials (posters, point of sale, web design, etc.) for consistency and in efforts to see that materials are ready for kick off of all ad campaigns. Attends filming of television spots to offer suggestions and confer with advertising agency representatives on problems as the arise.</p>
2. 15% E	<p>Advertising Campaigns Implementation and Oversight: Implements advertising campaigns to meet division goals and marketing plans. Meets, confers and maintains constant contact with radio, television and digital/web developers to plan broadcast of ad campaigns; plan locations for broadcast; meet with agency officials to communicate effectiveness of advertising and to obtain feedback on possible revisions. Continuously reviews various options for new and innovative advertising such as indoor and outdoor billboards, electronic signage at different venues (sporting, festivals or convention centers), or other strategies designed to increase visibility and sales.</p>
3. 10% E	<p>Advertising Budget and Expenditure: Monitor advertising expenditures to obtain maximum advertising effectiveness within budgetary limitations. Recommends budget needs to the Executive Director and Director of Sales & Marketing consistent with marketing plan for the fiscal year; receive and review all invoices for advertising, advertising agency work and public events materials, correct discrepancies and check accuracy before sending to Finance for payment; track expenditures for advertising and printing budgets and prepare regular reports for the director to keep him/her informed of expenses and budget status. Employee stays current on budgetary limitations while determining advertising recommendations to meet the needs of the Kansas Lottery.</p>
4. 10 % E	<p>Advertising Program Coordination: Works closely with the Director of Sales & Marketing, to review all developed advertising. Confer on the goal of advertising campaigns, review actual materials, recommend approval or revision of materials, identify items that are acceptable or unacceptable in accordance with overall marketing plan and specific contracts, to finalize product. Works closely with information writers to integrate a positive and exciting image of the Kansas Lottery by coordinating with media contacts and news releases.</p>
5. 05% M	<p>Other Duties: Participates in agency and department meetings and related training. Performs other duties as assigned, KSL events.</p>

22. a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position.

- () 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
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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.
 - (**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.

Advertising must be effective and within the established guidelines. The advertising program has a direct connection with the agency's ability to promote and sell lottery tickets.

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

Daily contact with agency officials and employees. Daily/weekly contacts are made with advertising firm and media sales representatives. All contacts are carried out to assure continuity of responsibilities obligated to this position.

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

Standard office environment. Some travel to participate in advertising quarterly meetings and taping of commercials.

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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.

Telephone - daily
PC & related software – daily **Cell phone - daily**
State vehicle – frequently **Calculator - often**
Printer/copier/fax/scanner - frequently

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

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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

Graduate from an accredited four year college or university with 24 semester hours in Marketing, Communications, Advertising, Business or Public Administration.

Education or Training - Special or professional

License, certificates and registrations

Special knowledge, skills and abilities

Organization skills; ability to effectively negotiate. Be able to work with deadlines; exceptional teamwork skills. Requires excellent communication skills, both oral and written.

Experience - Length in years and kind

Two years of professional experience in Advertising, Marketing, Mass Communications or Public Relations.

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.**

Signature of Employee

Date

Signature of Personnel Official

Date

Approved:

Signature of Supervisor

Date

Signature of Agency Head or
Appointing Authority

Date