

**MASSACHUSETTS STATE LOTTERY COMMISSION
JOB DESCRIPTION**

Title: **Manager, Product and Promotional Development, Draw Games**

Department: Marketing Department

Supervision Received: AED/Chief Administrative Officer

Supervision Exercised: Associate Product Manager

Grade: 30

Salary: \$81,495.92 - \$107,649.59

JOB SUMMARY:

Responsible for maximizing net profits from Draw Games product lines. Manage the development of new products and systems. Create and manage related promotions. Manage Lottery budgetary tasks with the advertising agency.

ESSENTIAL FUNCTIONS:

- Manages day-to-day business needs for Draw Game products.
 - Analyzes sales and manages changes if/when needed
 - Create, implement, and display Draw games promotions.
 - Manage inventory levels and distribution of Draw Games promotional and agent supplies.
- Manages budgetary tasks related to Lottery's relationship with advertising agency
 - Manages timetables associated with new and ongoing advertising campaign and promotions.
 - Analyzes company sales results before and after advertising buys.
 - Works with ad agency accounting contact to maintain and organize all pertinent documentation.
 - Performs other advertising related tasks as assigned.
- Supervises testing of potential Draw games.
- Responsible for supervision and related tasks for personnel affiliated with Draw games and graphic design.
- Research and analyze market trends, new concepts, advertising and promotional ideas, which might be utilized for increased revenue.
- Manage approved changes and plan requirements for research projects so that data produced will support required needs of alternate concepts being considered

- for future change.
- Establish annual market plans which include:
 - a. Sales Objective
 - b. Promotional plans
 1. Objective
 2. Costs
 - c. List point of purchase materials
 1. Objective
 2. Costs
 - d. Plans for implementing potential change in product lines
 1. Research needs
 2. Testing plans
 - e. Plans for relating to agent network
 1. Tools
 2. Costs
 - Perform related duties as assigned.

PREFERRED QUALIFICATIONS:

- College degree or the equivalent marketing experience.
- Background in advertising desired.
- Knowledge of marketing principles and techniques.
- Ability to meet goals.
- Strong analytical and communications skills with the ability to write concise reports.
- Thorough knowledge of Lottery systems, products and procedures.
- Ability to manage several projects simultaneously.

To be considered for this position, please submit your resume or application to the attention of Human Resources, Massachusetts State Lottery Commission, 60 Columbian Street, Braintree, MA 02184. Materials may also be sent electronically to humanresources@masslottery.com

The Massachusetts State Lottery Commission is an equal opportunity employer. Women and minorities are strongly encouraged to apply.

**Application Deadline
Tuesday May 30, 2017**