

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES
CLASS SPECIFICATION

LOTTERY SALES REPRESENTATIVE

POSITION CODE: 24515
Effective: 12-1-02

DISTINGUISHING FEATURES OF WORK:

Under direction, promotes and coordinates the marketing, sales and promotional activities within an assigned geographical area in a region; participates in marketing surveys; maintains good public relations; answers inquiries and provides assistance in matters pertaining to the lottery program and operations; responsible for delivery and pick-up of lottery tickets and promotional materials to sales outlets and agents.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Responsible for the promotion and coordination of lottery activities and operations in an assigned area within a region involving the sale of lottery tickets, and distribution and controls of promotional materials to financial institutions, sales outlets and sales agents.
2. Participates in marketing surveys and studies to determine trends, effectiveness of programs and advisability of implementation of new or revisions to marketing and sales techniques and operations; prepares comprehensive reports including findings and recommendations and submits to supervisor for evaluation.
3. Establishes and maintains meaningful rapport and good public relations in contacts with the public, news media, local officials and community organizations; speaks before various professional, lay and community groups on lottery activities and operations.
4. Delivers and picks up lottery tickets and accountability reports from financial institutions on a weekly basis; distributes promotional and sales materials to sales outlets, sales agents and financial institutions.
5. Assists and answers inquiries from the public and sales agents on policies and procedures related to the lottery program. Resolves reconciliation differences between sales agents and banks.

LOTTERY SALES REPRESENTATIVE (Continued)

6. Evaluates performance of licensed sales agents within an assigned area to ascertain compliance with agency policies and procedures.
7. Performs other duties as required or assigned which are reasonably within the scope of those enumerated above.

DESIRABLE REQUIREMENTS:

Education and Experience

Requires knowledge, skill and mental development equivalent to completion of four years college with courses in marketing, public relations or business administration.

Requires two years progressively responsible experience in marketing, sales or a promotional field.

Knowledges, Skills and Abilities

Requires extensive knowledge of sales and marketing principles, practices and techniques.

Requires working knowledge of methods and techniques of disseminating information in a clear, concise and effective manner.

Requires initiative, skill and resourcefulness in graphically presenting promotional and sales programs and evaluating their resourcefulness.

Requires ability to independently complete ongoing assignments and to meet deadlines within rigid time frames.

Requires ability to communicate effectively with the public, officials, community groups and others, either orally or in writing.

Requires ability to meet people easily and establish and maintain good working relationships with the public and agency personnel, and use diplomacy and tact in dealing with controversial matters.

Requires ability to apply and interpret the lottery law, rules and regulations, and agency policies as they affect day-to-day operations.

Requires ability to independently conduct survey and studies and prepare reports of findings and recommendations in a logical and valid manner.

Requires ability and willingness to travel frequently and for extended periods of time, often keeping irregular hours.

Requires possession of an appropriate valid driver's license.

In addition to English verbal and written skills, candidates may be required to translate, speak and write a foreign language at a colloquial skill level. Some positions may require manual communication skills.