

ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES
CLASS SPECIFICATION

LOTTERY TELEMARKETING REPRESENTATIVE

POSITION CODE: 24520
Effective: 7-1-98

DISTINGUISHING FEATURES OF WORK:

Under general supervision, markets the state Lottery product line, including instant tickets, reinforcing promotional activities and other materials, depending on game variations, to Lottery retailers by use of the telephone; provides authoritative information, advice and assistance to retail questions and in the resolution of problems; enters ticket orders into computer terminal to ensure proper distribution of tickets to retailers; assists in the daily operations of an Agent Service Hotline; researches and analyzes sales and provides promotional and new game data for management; interprets and applies the laws, rules, regulations and policies of the Lottery.

ILLUSTRATIVE EXAMPLES OF WORK:

1. Via telephone, maintains regular contact with agents to solicit instant ticket orders and to forecast and fill product needs; makes weekly contact with each assigned sales agent; advises sales agents of promotional programs, sales campaigns, and incentives; advises sales agents of current winners, both within his/her region and statewide, and other informational benefits to the sales agent; conducts market research surveys by telephone and other projects as assigned, identifies agent problems and determines appropriate solutions; deals courteously and tactfully with a wide variety of sales agents to maintain a good working relationship; maintains daily communications with Lottery Field Representatives in their assigned area of responsibility.
2. Maintains Agent Contact Tracking System files; monitors daily call files for trends, as well as assisting in the daily operations of an Agent Service Hotline; monitors the Suppress/Unsuppress Program, which links Lottery policy to various divisions within the Lottery, regional/district offices and vendors.
3. Interprets and applies the laws, rules, regulations and policies of the Illinois State Lottery; communicates rules and policies effectively to sales agents and the general public; unifies sales promotion and support system for sales agents to ensure an ongoing partnership between the Lottery and Lottery sales agents.

LOTTERY TELEMARKETING REPRESENTATIVE (Continued)

4. Analyzes individual retailer's accounting and operational needs and provides recommended solution; researches and analyzes sales, promotional and new game data and prepares management reports; participates in statewide marketing meetings, promotions, specialized training sessions, Tel-Sell Order/Solicitation enhancements and testing; makes recommendations to supervisor and/or Lottery managers regarding effectiveness of assigned projects; makes recommendations regarding improvement of customer relations; assists in the planning and development of effective telephone sales presentations.
5. 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 of high school, plus one year of office experience and completion of the agency approved training program, or high school, plus two years of telemarketing experience.

Knowledges, Skills and Abilities

Requires extensive knowledge of telemarketing functions.

Requires extensive knowledge of general business practices and retail operations.

Requires extensive knowledge of computer keyboard and data terminal experience.

Requires working knowledge of the state Lottery laws, rules, regulations, agency policies and procedures.

Requires ability to prioritize assignments and meet critical deadlines.

Requires ability to operate commonly used manual and automated equipment and perform routine maintenance.

Requires ability to communicate effectively with the public, sales agents and others, especially orally or in writing.

Requires ability to interpret the state Lottery laws, rules and regulations.

Requires ability to establish and maintain satisfactory working relationships with the public and agency personnel, exercise tact and diplomacy in resolving problem matters.