

**STATE OF OHIO (DAS)
CLASSIFICATION
SPECIFICATION**

CLASSIFICATION SERIES:
Lottery Ticket Sales Representatives

SERIES NO.:
6458

MAJOR AGENCIES:
Lottery Commission only

EFFECTIVE DATE:
10/03/2005

SERIES PURPOSE:

The purpose of the lottery ticket sales occupation is to promote, manage & market lottery ticket &/or charitable game sales.

At the lowest levels, incumbents promote & service lottery ticket &/or charitable game sales in assigned district or serve as regional resource person for lottery games.

At the highest levels, incumbents assist in or direct, manage & oversee lottery activities &/or charitable games in assigned region or serve as lottery representative for executive chain store accounts.

Glossary: - Independent agent base (e.g., small grocery store, beverage store).
- Large chain store accounts (e.g., BP, K-Mart, United Dairy Farmers).
- Statewide charitable organizations (e.g., Disabled American Veterans; Moose Lodges).
- Independent charitable organizations (e.g., Sportsman Clubs or Service Organizations).

CLASS TITLE

Lottery Ticket Sales Representative 1

CLASS NUMBER

64581

PAY RANGE

30

EFFECTIVE

10/03/2005

CLASS CONCEPT:

The full performance level class works under general supervision & requires considerable knowledge of lottery ticket &/or charitable games, marketing, bookkeeping, & public relations in order to promote & service lottery ticket &/or charitable game sales in assigned district & monitor retailer instant ticket inventory for sufficient supply & report discrepancies as required.

CLASS TITLE

Lottery Ticket Sales Representative 2

CLASS NUMBER

64582

PAY RANGE

31

EFFECTIVE

10/03/2005

CLASS CONCEPT:

The advanced level class works under direction & requires thorough knowledge of lottery ticket &/or charitable game sales & business administration to include marketing, accounting procedures, & public relations in order to serve as regional resource person for lottery games &/or charitable games & provide work direction & technical training to lottery ticket sales representative 1's &/or retailers &/or charitable organizations (e.g., Disabled American Veterans, Moose Lodges).

CLASS TITLE

Assistant Lottery Ticket Sales Regional Manager

CLASS NUMBER

64585

PAY RANGE

13

EFFECTIVE

07/10/2005

CLASS CONCEPT:

The assistant managerial level class works under general direction & requires thorough knowledge of lottery ticket sales activities to assist regional manager in management of lottery ticket sales &/or charitable game sales activities for assigned region & supervise lottery ticket sales representatives in promoting & servicing sales & in implementing lottery marketing policies &/or procedures.

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>PAY RANGE</u>	<u>EFFECTIVE</u>
Lottery Ticket Sales Regional Manager	64586	14	07/10/2005

CLASS CONCEPT:

The managerial level class works under administrative direction & requires thorough knowledge of lottery ticket sales &/or charitable game sales in order to direct, manage & oversee lottery ticket sales activities &/or charitable game sales activities within designated marketing region & supervise office staff & regional lottery ticket sales representatives.

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>PAY RANGE</u>	<u>EFFECTIVE</u>
Lottery Executive Account Representative	64587	14	08/06/1995

CLASS CONCEPT:

The executive marketing level class works under administrative direction & requires thorough knowledge of lottery games in order to prepare & deliver sales presentations &/or promotions to marketing executives of chain store accounts (e.g., K-Mart, BP, United Dairy Farmers), or act as liaison to one or more of Ohio Lottery's regional sales offices & independent agent base (e.g., small generic grocery or beverage stores) to troubleshoot problems in order to increase ticket sales.

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>B. U.</u>	<u>EFFECTIVE</u>	<u>PAY RANGE</u>
Lottery Ticket Sales Representative 1	64581	14	10/03/2005	30

JOB DUTIES IN ORDER OF IMPORTANCE: (These duties are illustrative only. Incumbents may perform some or all of these duties or other job-related duties as assigned.)

Promotes & services lottery ticket &/or charitable game sales in assigned district & monitors retailer instant ticket inventory for sufficient supply & reports discrepancies as required (e.g., distributes supplies & displays & maintains all point of purchase materials; establishes & maintains relations with retailers &/or charitable organizations & general public; implements lottery marketing/sales &/or charitable game policies & administrative procedures & regulations; trains & updates retailers on lottery &/or charitable game regulations, game procedures & administrative forms; assists retailers with general bookkeeping & settlement procedures & resolves discrepancies when necessary; reviews charitable organization's record keeping system for compliance with state reporting standards & submits reports on compliance issues; assists charitable organization with completion & filing of new &/or renewal license applications; coordinates visits with charitable gaming manufacturers &/or distributors for compliance with state rules & regulations (e.g., reviews records to ensure proper distribution processes to proper charitable organizations).

Assists retailers with special promotions &/or sales contests; instructs retailers on how to use all lottery promotional materials; push, pull or move supplies; prepares required paperwork, maintains accurate records & completes & notarizes reports.

MAJOR WORKER CHARACTERISTICS:

Knowledge of business administration (i.e., marketing); bookkeeping; inventory control; safety practices; public relations; lottery marketing/sales policies & administrative procedures/regulations governing lottery &/or charitable games* & Ohio Revised Code Sections 3770 & 2915*. Skill in operation of lottery terminal computers*, charitable gaming computers*, personal computers* & motor vehicle. Ability to deal with problems involving several variables within familiar context; complete routine forms & reports; maintain accurate records; gather, collate & classify information about data, people or things; handle sensitive face-to-face & telephone inquiries &/or contacts with sales retailers &/or charitable game organizations & general public; calculate fractions, decimals & percentages; demonstrate strength to push, pull or otherwise move up to 35 lbs. of objects from lottery warehouse to retailer location.

(*)Developed after employment.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

6 courses or 18 mos. exp. in marketing (e.g., sales management; sales promotion; advertising; consumer behavior & research; retail management); 12 mos. trg. or 12 mos. exp. in public relations; 2 courses or 6 mos. exp. in bookkeeping; valid driver's license; demonstrate strength to push, pull or otherwise move up to 35 lbs.

-Or equivalent of Minimum Class Qualifications For Employment noted above.

TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT:

Must obtain notary public within 60 days after employment.

UNUSUAL WORKING CONDITIONS:

Requires daily travel, possibly in inclement weather

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>B. U.</u>	<u>EFFECTIVE</u>	<u>PAY RANGE</u>
Lottery Ticket Sales Representative 2	64582	14	10/03/2005	31

JOB DUTIES IN ORDER OF IMPORTANCE: (These duties are illustrative only. Incumbents may perform some or all of these duties or other job-related duties as assigned.)

Serves as regional resource person for lottery &/or charitable games & provides work direction & technical training to lottery ticket sales representative 1's &/or retailers &/or charitable organizations such as Disabled American Veterans, Moose Lodges (e.g., resolves problems associated with games, game procedures on-line & instant tickets, & administrative forms; implements marketing/sales &/or charitable game administrative policies, procedures & regulations; resolves general accounting & settlement procedures & ticket &/or inventory discrepancies in lottery &/or charitable game regulations, game procedures, & marketing development strategies &/or trains charitable organizations in state of Ohio regulations, reporting requirements, procedures, & policies; renders special lottery training to sales partners).

Promotes & services lottery ticket sales &/or charitable game sales in various districts; maintains all point of purchase/sales materials; push, pull or move supplies; establishes & maintains relations with retailers & general public; performs charitable gaming functions.

Recruits (e.g., cold calls; contacts by telephone or personally visits referrals of prospective new lottery ticket sales retailers &/or charitable organizations); assists sales retailers with special promotions &/or sales contests; instructs retailers in use of lottery promotional materials; prepares required paperwork; maintains accurate records & completes & notarizes reports.

MAJOR WORKER CHARACTERISTICS:

Knowledge of business administration (i.e., marketing); bookkeeping; inventory control; accounting; employee training & development; lead work; safety practices; public relations; lottery marketing/sales policies & administrative procedures/regulations governing lottery games &/or charitable games* & Ohio Revised Code Sections 3770 & 2915*. Skill in operation of lottery terminal computers* charitable gaming computers*; personal computers* & motor vehicle. Ability to deal with problems involving several variables within familiar context; complete routine forms & reports; maintain accurate records; gather, collate & classify information about data, people or things; handle sensitive face-to-face telephone inquiries &/or contacts with sales retailers & charitable organizations & general public; calculate fractions, decimals & percentages; demonstrate strength to push, pull or otherwise move up to 35 lbs. of objects from lottery warehouse to retailer location.

(*)Developed after employment.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Completion of undergraduate core program in business administration to include coursework in marketing (e.g., sales management, sales promotion, advertising, consumer behavior & research, retail management) or 24 mos. exp. in marketing areas in previously cited coursework; 18 mos. trg. or 18 mos. exp. in public relations; 3 courses or 9 mos. exp. in accounting procedures; valid driver's license; registered notary public; demonstrate strength to push, pull or otherwise move up to 35 lbs.

-Or 24 mos. exp. as Lottery Ticket Sales Representative 1, 64581; valid driver's license; registered notary public; demonstrate strength to push, pull or otherwise move up to 35 lbs.

-Or equivalent of Minimum Class Qualifications For Employment noted above.

TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT:

Not applicable.

UNUSUAL WORKING CONDITIONS:

Requires daily travel, possibly in inclement weather.

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>B. U.</u>	<u>EFFECTIVE</u>	<u>PAY RANGE</u>
Assistant Lottery Ticket Sales Regional Manager	64585	EX	07/10/2005	13

JOB DUTIES IN ORDER OF IMPORTANCE: (These duties are illustrative only. Incumbents may perform some or all of these duties or other job-related duties as assigned.)

Assists regional manager in management of lottery ticket sales &/or charitable game sales activities for assigned region & supervises lottery ticket sales representatives in promoting & servicing sales & lottery equipment & in implementing lottery gaming, marketing &/or charitable gaming policies & procedures (e.g., ensures assigned duties & technical training functions relating to charitable game organizations such as Disabled American Veterans, Moose Lodges) are performed in accordance with established policies & procedures & time frames; monitors & coordinates scheduling of required visits to charitable organizations &/or charitable gaming manufacturers/distributors in compliance with policies & procedures (e.g., to review record keeping process & state reporting processes/standards), ensures performance of assigned lottery duties in order to increase profitability, achieve sales goals, define new markets, increase penetration into existing markets & increase efficiency of regional operations), implements staff training programs, orientation programs, supervises lottery ticket sales representatives to include monitoring staff work schedules, initiation of disciplinary action, in promotion &/or service of sales & in implementation of lottery marketing, sales & charitable gaming policies &/or procedures; directs & manages regional sales force in promoting lottery ticket sales &/or charitable games & implementing promotional activities, monitors & coordinates scheduling of charitable organization visits in compliance with charitable gaming policies & procedures, oversees maintenance of on-line computer games, processing of prize claims & collection & delivery of sales receipts, recruits sales agents & maintains good rapport with existing agents &/or charitable gaming organizations & serves as regional manager in regional manager's absence.

Represents assigned region in conferences &/or special events (e.g., drawing & check presentation); assists in public relations activities on regional level; reviews & analyzes budgetary control measures; lottery game & special promotional sales reports &/or charitable gaming inventory & sales reports; monitors various accounting areas (e.g., cost accounting, inventory control, budgeting).

Performs additional miscellaneous duties (e.g., performs research on delinquent accounts being submitted for legal action & regional redistricting due to additional sales); assists in initiating record & report communications with coordinating agencies, offices or departments; submits monthly financial reports & statements; coordinates weekly &/or monthly reporting requirements regarding visits to charitable gaming organizations, manufacturers/distributors; represents agency at legislative hearings.

MAJOR WORKER CHARACTERISTICS: Knowledge of business administration; budgeting; marketing; inventory control; accounting; public relations; lottery marketing/sales/charitable gaming policies & administrative procedures & regulations governing lottery games & activities &/or charitable games; Ohio Revised Code Sections 3770.0 & 2915; supervisory principles & techniques; safety practices; human relations; employee training & development. Skill in operation of personal computer; charitable gaming computer*; motor vehicle; lottery gaming equipment. Ability to define problems, collect data, establish fact & draw valid conclusions; maintain & write accurate records & concise reports; gather collate & classify information about data, people or things; handle sensitive face-to-face contacts &/or telephone inquiries &/or contacts with sales agents &/or charitable organizations & general public; responds to any staffing or work issues (e.g., for OLC or Charitable game events &/or scheduled visits; to serve as management contact for any work-related injuries) on 24 hour basis, 7 days per week.

(*)Developed after employment.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Completion of undergraduate core program in business administration to include coursework in marketing (e.g., marketing research, sales promotion, sales management, advertising, consumer behavior & research, retail management); 3 mos. trg. or 3 mos. exp. in employee training & development; 3 mos. trg. or 3 mos. exp. in operation of personal computer; 6 mos. trg. or 6 mos. exp. in public relations; 1 course or 3 mos. exp. in accounting; registered notary public; valid driver's license; must be able to provide own transportation.

-Or 6 mos. exp. as Lottery Ticket Sales Representative 2, 64582; registered notary public; valid driver's license; must be able to provide own transportation.

-Or equivalent of Minimum Class Qualifications For Employment noted above.

TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT:

Must maintain notary public license.

UNUSUAL WORKING CONDITIONS:

Requires occasional travel, exposed to inclement weather.

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>B. U.</u>	<u>EFFECTIVE</u>	<u>PAY RANGE</u>
Lottery Ticket Sales Regional Manager	64586	EX	07/10/2005	14

JOB DUTIES IN ORDER OF IMPORTANCE: (These duties are illustrative only. Incumbents may perform some or all of these duties or other job-related duties as assigned.)

Directs, manages & oversees all lottery ticket sales activities &/or charitable game sales activities within designated marketing region & supervise office staff & regional lottery ticket sales, implements policies & procedures established by Ohio Lottery Commission & executive staff, oversees lottery ticket agents & charitable organizations in assigned region, directs & oversees all employees (e.g., assistant regional manager & lottery sales representatives involved in scheduling, coordination, monitoring & performance of required visits to Charitable Organizations, manufacturers/distributors within assigned region based on direction from charitable gaming division; establishes & maintains working relations with lottery sales agents, charitable organizations & banks belonging to Lottery Commission EFT system, conducts field inspections of lottery sales agent locations to ensure proper display of lottery promotional material & lottery rules & regulations are followed by store agents & sales representatives, conducts field inspections of charitable gaming organizations, manufacturers/distributors to ensure quality control & proper job performance by lottery ticket sales representatives during required charitable gaming organizations, manufacturers/distributors site visitations, monitors weekly collection of sales receipts from sales agents & delivery of same to central headquarters of Lottery Commission, oversees proper maintenance of all on-line computer games such as Lotto, Daily Number, Pick 4 & all state vehicles within assigned region & acts as liaison with other state agencies.

Manages day-to-day operation of regional office & related activities (e.g., trains office staff, makes recommendations regarding staffing, interviews prospective employees, reviews & approves visitation schedules for charitable gaming organizations, manufacturers/distributors site visitations).

Attends regional managers meeting, major drawing &/or other special events as directed by executive staff or sales director, provides feedback & input regarding development of divisional policy.

MAJOR WORKER CHARACTERISTICS:

Knowledge of business administration (i.e., marketing); public relations; budgeting; inventory control; accounting; lottery marketing/sales/charitable gaming policies & administrative procedures & regulations governing lottery games & activities &/or charitable games; Ohio Revised Code Sections 3770.0 & 2915; supervisory principles & techniques; safety practices; human relations. Skill in operation of personal computer; charitable gaming computer; motor vehicle; lottery gaming equipment. Ability to deal with many variables & determine specific action; maintain & write accurate records & concise reports; gather, collate & classify information about data people or things; resolve complaints from citizens &/or charitable organizations & government officials; respond to any staffing &/or work issues (e.g., for OLC or Charitable game events &/or scheduled visits; to serve as management contact for any work-related injuries) on 24 hour basis, 7 days per week.

(*)Developed after employment.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Completion of graduate core program or undergraduate core program plus 1 yr. exp. in business administration (i.e., marketing) or 3 yrs. exp. in field of marketing; 6 mos. trg. or 6 mos. exp. in public relations; 3 courses or 9 mos. exp. in accounting; 1 course or 3 mos. exp. in supervision; valid driver's license; must be able to provide own transportation.

-Or 6 mos. exp. as Assistant Lottery Ticket Sales Regional Manager, 64585; valid driver's license; must be able to provide own transportation.

-Or equivalent of Minimum Class Qualifications For Employment noted above.

TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT:

Not applicable.

UNUSUAL WORKING CONDITIONS:

Requires occasional travel, exposed to inclement weather.

<u>CLASS TITLE</u>	<u>CLASS NUMBER</u>	<u>B. U.</u>	<u>EFFECTIVE</u>	<u>PAY RANGE</u>
Lottery Executive Account Representative	64587	EX	08/06/1995	14

JOB DUTIES IN ORDER OF IMPORTANCE: (These duties are illustrative only. Incumbents may perform some or all of these duties or other job-related duties as assigned.)

Prepares & delivers sales presentations to chain store account executives of large chain store accounts (e.g., K-Mart, UDF, BP) to recruit new chain accounts & generate interest & participation in Lottery games (e.g., reviews & evaluates sales statistics & analyzes market potential of chain store for sales region; demonstrates benefits of Lottery game participation); assists chain store account executives with sales promotions (i.e., grand openings, remodelings, anniversaries) in large chain stores, provides training & assistance in marketing & sales promotion to chain store account executives &/or individual chain store owners & their employees, periodically conducts public relations visits to chain store account executives to relay new information &/or changes in game rules &/or procedures & Lottery regulations governing participation in games & to ensure proper game operation, problem resolution, & proper merchandising techniques, reviews sales results & implements new selling strategies for locations targeted with low sales, monitors budget for major marketing promotions for performance sales objectives of chain accounts, ensures Lottery Sales Representatives make required service calls & conducts special projects as assigned by sales management,

OR

Acts as liaison between one or more of Lottery's regional sales offices & independent agent base (e.g., small generic grocery/beverage stores) to trouble shoot problems in order to increase ticket sales (e.g., tabulates & maintains agent sales figures & coordinates review process to assist sales management to determine continuance or cancellation of on-line or ITVM (i.e., Instant Ticket Vending Machine) terminals based on ticket sales, suggests sales strategies & techniques to increase ticket sales, reviews & analyzes weekly reports & makes on-site visits to research agents who habitually cancel large ticket amounts & reprint tickets.

Reviews & analyzes reports & contacts agents by telephone or in-person to determine the cancellation of agents who do not adhere to Lottery Licensing & Bonding procedures; researches & coordinates "Retailer of the Week" awards.

MAJOR WORKER CHARACTERISTICS:

Knowledge of business administration (i.e., marketing); public relations; accounting; lottery marketing policies & administrative procedures & regulations governing lottery games & activities*; human resource training & development. Ability to deal with many variables & determine specific action; maintain & write accurate records & concise reports; gather, collate & classify information about data, people or things; resolve complaints from citizens & government officials.

(*)Developed after employment.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Completion of graduate core program or undergraduate core program plus 1 yr. exp. in business administration (i.e., marketing) or 3 yrs. exp. in field of marketing; 6 mos. trg. or 6 mos. exp. in public relations; 3 courses or 9 mos. exp. in accounting; 1 course in human resource training & development or 3 mos. exp. in training persons in marketing, advertising &/or sales promotion; must be able to provide own transportation.

-Or 6 mos. exp. as Assistant Lottery Ticket Sales Regional Manager, 64585; must be able to provide own transportation.

-Or 12 mos. exp. as Lottery Ticket Sales Representative 2, 64582; must be able to provide own transportation.

-Or equivalent of Minimum Class Qualifications For Employment noted above.

TRAINING AND DEVELOPMENT REQUIRED TO REMAIN IN THE CLASSIFICATION AFTER EMPLOYMENT:

Not applicable.

UNUSUAL WORKING CONDITIONS:

Requires travel.