

POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete the information as accurately as you can as the position description is used to determine the proper classification of the position.

2. Employee's Name (Last, First, M.I.)	8. Department/Agency BUREAU OF STATE LOTTERY
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission) Michigan Gaming Control Board
4. Civil Service Position Code Description Promotional Agent-A	10. Division Marketing
5. Working Title (What the agency calls the position) Digital Content Specialist	11. Section
6. Name and Position Code Description of Direct Supervisor MILLER, AMANDA; STATE BUREAU ADMINISTRATOR	12. Unit
7. Name and Position Code Description of Second Level Supervisor FROELICH, JOSEPH T; SENIOR MANAGEMENT EXECUTIVE	13. Work Location (City and Address)/Hours of Work 101 E HILLSDALE ST; LANSING, MI 48933 / Monday-Friday, 7:45 am - 4:45 pm

14. General Summary of Function/Purpose of Position

This position serves as recognized resource of the initiation and implementation of digital content across Michigan State Lottery's portfolio of owned digital channels including its primary website, mobile applications, Retail Wizard portal and Michigan.gov/Lottery platforms to support marketing initiatives, regulatory compliance, accessibility standards, and strategic digital content goals. This position will plan and develop the agency digital content portfolio responsible for the ongoing maintenance, strategic optimization and governance of content across all digital platforms, promoting and establishing MSL digital content, formulating policy and ensuring promotional content adheres to policy and guidelines. This position will serve as a liaison with design and marketing teams to facilitate the development and implementation of promotional assets and conduct quality assurance testing protocols to validate accurate rendering and functionality.

This position coordinates between Advertising and Promotions, Product Development and technical teams — executing content updates, scheduling campaigns, and assisting in the setup of personalized or targeted user experiences.

Additionally, the position functions as a strategic liaison between the Lottery and its website and mobile application vendors, facilitating clear communication, alignment of priorities, and effective coordination of deliverables. In this capacity, the role assumes responsibility for the evaluation, allocation, and fiscal oversight of development hours and sprint cycles, ensuring that resources are efficiently budgeted and aligned with organizational objectives and project timelines.

15. Please describe the assigned duties, percent of time spent performing each duty, and what is done to complete each duty.

List the duties from most important to least important. The total percentage of all duties performed must equal 100 percent.

Duty 1

General Summary:

Percentage: 60

Serve as recognized resource leading the initiation, implementation, governance, optimization, and publishing of digital content across the Michigan Lottery's website, mobile app, Retailer Wizard portal, and Michigan.gov/lottery platforms to support marketing initiatives, regulatory compliance, accessibility standards, and strategic digital engagement goals.

Individual tasks related to the duty:

- Formulate policy, promotes and establishes (programs) and ensures that promotional content adheres to policy, brand guidelines, Web Content Accessibility Guidelines (WCAG), and established internal review processes.
- Lead the planning and development of the MSL digital content portfolio, maintain page layouts, modules, and structured content types for web and app platforms.
- Act as a subject matter expert in collaborating cross-functionally with design and marketing teams to facilitate the timely development, approval, and publication of promotional assets, including banners, campaign messaging, and informational landing pages, ensuring alignment with brand standards and campaign objectives.
- Supervise the comprehensive quality assurance testing protocols to validate accurate rendering, functionality, and user experience consistency across a diverse range of devices, screen sizes, and web browsers.
- Supervise and approve the scheduling and implementation of content updates associated with game launches, promotional initiatives, and seasonal campaigns, ensuring precision, timeliness, and strategic alignment with broader marketing efforts.
- Supervise the planning and development, maintenance, and communication of a master website and app publishing calendar aligned with enterprise marketing and operational plans.
- Recommend standards and guidelines for the app/website style guide to ensure content is presented in a consistent manner.
- Oversee and manage content on the Retailer Wizard portal, including homepage widgets, retailer announcements, document libraries, training materials, and FAQs, ensuring timely updates and operational accuracy.
- Maintain and publish content on Michigan.gov/lottery through the Sitecore CMS, ensuring compliance with state content policies and integration with enterprise web standards.
- Participate in DTMB meetings regarding the Michigan.gov website.
- Serve as subject matter expert for digital content in sprint planning and digital roadmap discussions to ensure content readiness aligns with technical releases and system enhancements.

Duty 2

General Summary:

Percentage: 20

Recognized resource providing strategic and operational support for the configuration, deployment, and continuous optimization of personalized digital experiences and dynamically rendered content through the Bloomreach platform, leveraging data-driven insights and audience segmentation to enhance user engagement, improve conversion efficacy, and elevate overall digital performance.

Individual tasks related to the duty:

- Supervise the configuration and deployment of personalized experiences and dynamic content within Bloomreach.
- Lead and manage web layers and scenarios to target specific audiences or customer segments.
- Act as subject matter expert in collaboration with analytics and development teams to test, validate, and refine personalization rules and tracking events.
- Document and maintain templates, snippets, and reusable content assets to improve efficiency and consistency.
- Monitor performance metrics for personalized content and campaigns, providing insights and recommendations to optimize engagement and conversion.

Duty 3

General Summary:

Percentage: 20

Serve as recognized resource and liaison between the Michigan Lottery and website/app vendor. Leads development priorities, review sprint plans and deliverables, and ensures efficient use of contracted development hours to support digital initiatives.

Individual tasks related to the duty:

- Act as the recognized resource and liaison between the Lottery and website/app vendors to ensure development work supports business priorities.
- Lead and facilitate regular status meetings (weekly stand-ups, sprint reviews, quarterly planning sessions).
- Communicate business goals, compliance requirements, and marketing priorities to the vendor.
- Subject Matter Expert in collaborating with internal stakeholders (Marketing, IT, Operations, Responsible Gaming, Legal) to gather and prioritize requirements.
- Translate business needs into clear user stories and functional requirements.
- Review and approve sprint plans, backlogs, and release schedules.
- Track and monitor contracted development hours to ensure efficient utilization.
- Review invoices and validate hours against completed work.
- Prioritize initiatives to maximize ROI within budget.
- Perform other duties as assigned.

16. Describe the types of decisions made independently in this position and tell who or what is affected by those decisions.

Decisions in the daily management of digital operations and coordinating vendor activities. Decisions in leading the planning and development of the MSL digital content portfolio, decisions in maintaining page layouts, modules, and structured content for web and app platforms.

17. Describe the types of decisions that require the supervisor's review.

Decisions requiring supervisor review include those involving substantial adjustments to project timelines, budget allocations, or vendor resources, as well as any actions that must be escalated due to the complexity or severity of content or platform issues.

18. What kind of physical effort is used to perform this job? What environmental conditions in this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.

Work is performed in a standard office environment with extensive use of computers. The role may involve occasional physical activity, including bending, stooping, and moderate lifting of items weighing less than 25 pounds. Occasional travel for Lottery business, including overnight stays, may be required.

19. List the names and position code descriptions of each classified employee whom this position immediately supervises or oversees on a full-time, on-going basis.

Additional Subordinates

20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):

- | | | | |
|----------------------------|------------------------------------|----------------------------|-----------------------------------|
| <input type="checkbox"/> N | Complete and sign service ratings. | <input type="checkbox"/> N | Assign work. |
| <input type="checkbox"/> N | Provide formal written counseling. | <input type="checkbox"/> N | Approve work. |
| <input type="checkbox"/> N | Approve leave requests. | <input type="checkbox"/> N | Review work. |
| <input type="checkbox"/> N | Approve time and attendance. | <input type="checkbox"/> N | Provide guidance on work methods. |
| <input type="checkbox"/> N | Orally reprimand. | <input type="checkbox"/> N | Train employees in the work. |

22. Do you agree with the responses for items 1 through 20? If not, which items do you disagree with and why?

The position is properly described in the preceding pages.

23. What are the essential functions of this position?

This position serves as recognized resource of the initiation and implementation of digital content across Michigan State Lottery's portfolio of owned digital channels including its primary website, mobile applications, Retail Wizard portal and Michigan.gov/Lottery platforms to support marketing initiatives, regulatory compliance, accessibility standards, and strategic digital content goals. This position will plan and develop the agency digital content portfolio responsible for the ongoing maintenance, strategic optimization and governance of content across all digital platforms, promoting and establishing MSL digital content, formulating policy and ensuring promotional content adheres to policy and guidelines. This position will serve as a liaison with design and marketing teams to facilitate the development and implementation of promotional assets and conduct quality assurance testing protocols to validate accurate rendering and functionality.

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24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

Position establishment.

25. What is the function of the work area and how does this position fit into that function?

The Michigan State Lottery strives to maximize net revenues to supplement state education programs; to provide fun and entertaining games of chance, and to operate all games and bureau functions with nothing less than total integrity. The Lottery was established under the authority of Public Act 239 of 1972 to generate funds to support Michigan's public-school system.

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26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Possession of a bachelor's degree in any major.

EXPERIENCE:

Promotional Agent 12

Three years of professional experience providing professional promotional agent services equivalent to a Promotional Agent, including one year equivalent to a Promotional Agent P11.

Alternate Education and Experience

Promotional Agent 9 - 12

Educational level typically acquired through completion of high school and the equivalent of at least two years of full-time active-duty experience at or above the E-6 level in the uniformed services may be substituted for the education requirement.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of public relations and promotional methods and techniques.
- Knowledge of state and federal laws, regulations and agreements relative to the work.
- Knowledge of the types of informational media appropriate to the work.
- Knowledge of advertising methods and techniques.
- Knowledge of community organizations and resources.
- Ability to establish and maintain effective working relationships with individuals, communities, and organizations.
- Ability to represent the agency in business and governmental contacts at the state, national and international levels.
- Ability to interpret and explain departmental services and programs.
- Ability to maintain records, and prepare reports and correspondence related to the work.

CERTIFICATES, LICENSES, REGISTRATIONS:

None.

NOTE: Civil Service approval does not constitute agreement with or acceptance of the desired qualifications of this position.

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Supervisor

Date

TO BE FILLED OUT BY APPOINTING AUTHORITY

Indicate any exceptions or additions to the statements of employee or supervisors.

N/A

I certify that the entries on these pages are accurate and complete.

Appointing Authority

Date

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Employee

Date