

## 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.

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

**14. General Summary of Function/Purpose of Position**

The Digital Content Specialist is responsible for maintaining and optimizing digital content across the Michigan Lottery's owned digital channels, including the primary website, mobile applications, and the Retailer Wizard portal. This position ensures that all CMS-based content is accurate, compliant, and visually consistent while also supporting digital personalization efforts through Bloomreach.

This position serves as the bridge 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.

This position also acts as a liaison between the website/app vendor and the Lottery. This position is responsible for reviewing and budgeting development hours and sprints.

**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**

Create, edit, and publish digital content using the Michigan Lottery's Content Management System (CMS) to support marketing initiatives and ensure a consistent, accessible online presence.

**Individual tasks related to the duty:**

- Create, edit, and publish digital content using the Michigan Lottery's Content Management System (CMS).
- Understands and ensures that all content adheres to brand guidelines, Web Content Accessibility Guidelines (WCAG), and established internal review processes.
- Maintain page layouts, modules, and structured content types for web and app platforms.
- Collaborate with design and marketing teams to ensure timely publishing of promotions, banners, and informational pages.
- Perform quality assurance testing to confirm proper rendering across devices and browsers.
- Coordinate content updates tied to game launches, promotions, and seasonal campaigns.
- Develop and maintain a website publishing schedule aligned with the Lottery's planned initiatives and campaigns.
- Recommend standards and guidelines for the app/website style guide to ensure content is presented in a consistent manner.
- Manages content on the Retailer Wizard portal including: Home page widgets, Lottery announcements, the document library and FAQs.
- Maintain and publish Michigan.gov/lottery content through the Sitecore content management system.

**Duty 2**

**General Summary:**

**Percentage: 20**

Support the setup, execution, and optimization of personalized digital experiences and dynamic content through the Bloomreach platform to enhance user engagement and overall digital performance.

**Individual tasks related to the duty:**

- Configure and deploy personalized experiences and dynamic content within Bloomreach.
- Set up and manage web layers and scenarios to target specific audiences or customer segments.
- Collaborate 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 the liaison between the Michigan Lottery and website/app vendor. Coordinates development priorities, review sprint plans and deliverables, and ensures efficient use of contracted development hours to support digital initiatives. Performs other duties as assigned.

**Individual tasks related to the duty:**

- Act as the primary liaison between the Lottery and website/app vendors to ensure development work supports business priorities.
- Review and track vendor deliverables, development hours, and requests for alignment with scopes, contracts, and budgets.
- Monitor tasks and project tickets to ensure timely completion and resolution of issues.
- Collaborate with internal teams and maintain documentation of outcomes, change requests, and resource use for reporting and planning.

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

The employee in this position exercises independent judgment in managing daily digital operations and coordinating vendor activities. This includes making decisions related to content management—such as determining appropriate timing, placement, and formatting—and independently managing workload and scheduling content updates to meet business needs.

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

The Digital Content Specialist is responsible for maintaining, optimizing, and publishing digital content across the Michigan Lottery's owned digital channels, including the primary website, mobile applications, and the Retailer Wizard portal. This position ensures that all content within the Content Management System (CMS) is accurate, compliant with accessibility and brand standards, and visually consistent across platforms.

The Digital Content Specialist also manages vendor relationships by reviewing development hours, tracking sprint progress, ensuring deliverables align with business priorities, and monitoring budget utilization to support digital initiatives efficiently.

**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 Digital Content Specialist plays a vital role in supporting the Lottery's marketing and digital communications functions by ensuring the Lottery's online presence is accurate, compliant with accessibility and brand standards, and visually consistent across all digital platforms. This position helps maintain a cohesive and engaging user experience that supports marketing campaigns, player engagement, and organizational objectives.

**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:**

**Property Specialist 13 - 15**

Four years of experience equivalent to a Property Analyst, including two years equivalent to a Property Analyst P11 or one year equivalent to a Property Analyst 12.

**Promotional Specialist 13 - 15**

Four years of professional experience equivalent to a Promotional Agent, including two years equivalent to a Promotional Agent P11 or one year equivalent to a Promotional Agent 12.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of the operational and technical problems involved in the administration of specialty program.
- Knowledge of methods of planning, developing, and administering programs.
- Knowledge of the need, preparation, and use of reports.
- Ability to plan, coordinate, and expedite work projects.
- Ability to interpret complex rules and regulations.
- Ability to communicate with others verbally and in writing

**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