

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 State Lottery
4. Civil Service Position Code Description Promotional Agent-E	10. Division Marketing
5. Working Title (What the agency calls the position) Advertising & Promotions Coordinator	11. Section Advertising & Promotions
6. Name and Position Code Description of Direct Supervisor SHAFFER, TIMOTHY R; STATE DIVISION ADMINISTRATOR	12. Unit
7. Name and Position Code Description of Second Level Supervisor MILLER, AMANDA; STATE BUREAU ADMINISTRATOR	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 performs research, coordination, and support for advertising and promotional activities. Provides support to the implementation of advertising and promotional activities for retail and digital Lottery games by coordinating schedules, routing materials through established review and approval processes, maintaining documentation, and supporting routine coordination with internal staff and external vendors. Assists with advertising cost estimates, budget tracking, and financial documentation to support alignment with approved appropriations and administrative requirements. Prepares data, reports, and reference materials for use by senior staff in reviewing advertising activities and program performance.

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: 50

Coordinates, performs research, and supports advertising and promotions for retail and digital Lottery games. Assists senior staff with program implementation activities by coordinating schedules, maintaining documentation, supporting vendor communication, and preparing materials used in program monitoring and evaluation.

Individual tasks related to the duty:

- Coordinates schedules, timelines, and documentation to support advertising and promotional program implementation.
- Uses advertising calendars to assist with workflow coordination, messaging alignment, and timing of campaign activities.
- Routes creative materials through established internal review and approval processes and tracks revisions and approvals.
- Coordinates and assigns printed product support material requests to internal design resources and monitors workflow to support established timelines.
- Serves as a point of contact for routine coordination with advertising agencies and internal staff regarding schedules and materials.
- Proofreads advertising and promotional materials for clarity, accuracy, grammar, and formatting prior to escalation for content review.
- Maintains organized archives of advertising materials, creative assets, and campaign documentation for reference and reporting purposes.
- Compiles data, documentation, and reference materials to support routine monitoring and evaluation of advertising and promotional activities.

Duty 2

General Summary:

Percentage: 40

Performs research, data coordination, and support related to advertising costs, marketing budget tracking, and financial documentation. Assists with maintaining accurate records, preparing routine reports, and supporting internal processes to ensure advertising activities align with approved budget parameters and administrative requirements.

Individual tasks related to the duty:

- Maintains and updates advertising cost, invoice, and marketing budget tracking data to support reporting and administrative needs.
- Assists with routing, tracking, and documenting advertising cost estimates and approvals in accordance with established processes.
- Reviews advertising financial documentation for completeness, accuracy, and proper coding.
- Prepares routine budget-related reports, summaries, and reference materials.
- Coordinates with internal administrative staff and external vendors to address routine invoicing or documentation questions.
- Identifies discrepancies or data issues and brings them to the attention of senior staff for resolution.
- Maintains organized electronic files, records, and tracking tools related to advertising financial activities.
- Responds to routine inquiries related to advertising cost data and budget tracking using established guidelines.

Duty 3

General Summary:

Percentage: 10

Maintains working knowledge of digital and retail advertising and marketing practices to support awareness of common planning, coordination, and administration approaches across channels. Researches and compiles information on advertising and marketing activities used by other Lottery jurisdictions and national consumer packaged goods brands to support awareness of industry trends and operational approaches. Identifies operational needs and develops routine options or suggestions for review by senior staff.

Individual tasks related to the duty:

- Conducts industry analysis to remain current on digital marketing trends, social media, mobile, video, and any emerging technology.
- Monitors Lottery trade publications and U.S. Lottery websites to learn of effective industry promotions and marketing tactics used by other jurisdictions to maximize revenues and return on investment.

Attends training and conferences as necessary to build knowledge and refine skills.

- Performs 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.

Decision related to coordination, research, documentation, and data tracking activities in accordance with established guidelines and procedures. Decisions identifying discrepancies or process issues, and determining when matters should be escalated for review. Decisions primarily affect the accuracy, timeliness, and completeness of program documentation and support materials.

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

Decisions involving program strategy, policy interpretation, budget approval, vendor direction, or significant changes to advertising or promotional activities require supervisor review. Complex or non-routine issues outside established guidelines are referred to senior staff for direction.

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.

Standard office setting and physical exertion, with some bending, stooping, moderate lifting of less than 25 lbs. and extensive computer and telephone use. Occasionally may be required to travel for Lottery business including overnight stays.

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?

This position is properly described in the preceding pages.

23. What are the essential functions of this position?

This position performs research, coordination, and support for advertising and promotional activities. Provides support to the implementation of advertising and promotional activities for retail and digital Lottery games by coordinating schedules, routing materials through established review and approval processes, maintaining documentation, and supporting routine coordination with internal staff and external vendors. Assists with advertising cost estimates, budget tracking, and financial documentation to support alignment with approved appropriations and administrative requirements. Prepares data, reports, and reference materials for use by senior staff in reviewing advertising activities and program performance.

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 function of the Marketing Division is to maximize state revenue for the State School Aid Fund through the sale of Lottery products. This position supports the administration of the Lottery's Advertising and Promotional program by providing coordination, documentation, and analytical support to senior staff.

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:

Departmental Analyst 9

No specific type or amount is required.

Departmental Analyst 10

One year of professional experience.

Departmental Analyst P11

Two years of professional experience, including one year of experience equivalent to the intermediate (10) level in state service.

Alternate Education and Experience**Departmental Analyst 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:

- Ability to organize work, coordinate tasks with others, and support project workflows.
- Ability to set priorities, manage multiple assignments, and meet established deadlines.
- Strong verbal and written communication skills.
- Working knowledge of digital advertising processes, tools, and common operational considerations.
- Ability to compile, review, and maintain accurate data and documentation to support program activities.

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