

## 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 DEPARTMENTAL ANALYST-E	10. Division Marketing
5. Working Title (What the agency calls the position) Player Relations Analyst	11. Section Player Relations
6. Name and Position Code Description of Direct Supervisor HARRIS, JACOB M; STATE ADMINISTRATIVE MANAGER-1	12. Unit
7. Name and Position Code Description of Second Level Supervisor SHAFER, TIMOTHY R; STATE DIVISION ADMINISTRATOR	13. Work Location (City and Address)/Hours of Work 101 E. Hillsdale, Lansing, MI 48933 / Primarily M - F; 7:45 am - 4:45 p, (may vary)

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

This position serves as the primary contact for promotional tickets, drawings, and awarding promotional prizes to winners including the coordination of promotional ticket distributions, drawings and awarding prizes to winners. This position will propose and develop policies, procedures and directives, oversee fulfillment of monthly promotional ticket allotment and provide consultation and guidance to winners. This position serves as point of contact in the review of various public-facing Lottery communications providing feedback, making recommendations, to ensure compliance with organizational needs, policies, procedures and Lottery directives. This position is responsible for maintaining and updating databases tracking Lottery prize claims of \$99,999 or more, as well as unclaimed prizes, and promotional tickets, and provides consultation and guidance to player inquiries ensuring accuracy and timely resolution.

**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: 30**

Primary contact for promotional tickets, drawings, and awarding promotional prizes.

**Individual tasks related to the duty:**

- Proposes, develops, and prepares policy materials, including Directives, Drawing Procedures, and Internal Processing Procedures (IPP) related to promotional drawings.
- Reviews and provides feedback on all Directives, Drawing Procedures, and Internal Processing Procedures (IPP) related to promotional drawings.
- Secures drawing records from Drawing Manager and processes winners and alternates in accordance with related Directive and IPP.
- Provides consultation to winner/alternate to ensure timely and accurate processing of prizes based on Lottery Directive and IPP.
- Maintains record of prize claim status in shared Player Relations database.
- Reports any issues with drawings and/or prize awards to Player Relations Manager.
- Maintains records of all promotional drawings based on Lottery's record retention schedule.
- Oversees fulfillment of monthly promotional ticket allotment to support paid media plans.
- Maintains Player Relations' promotional ticket tracking database.

**Duty 2**

**General Summary:**

**Percentage: 30**

Evaluates organizational needs and reviews public-facing communications including promotional emails, communication templates, player correspondence, and retailer communication pieces to ensure needs are met and communication is accurate and free of errors.

**Individual tasks related to the duty:**

- Serves as Player Relations point of contact in the review of various communication materials.
- Utilizes AP Style to review and provide edits and feedback on communications.
- Creates and maintains library of communication templates to be used by all Player Relations staff for player responses.
- Coordinates with Lottery vendors to review communication templates and provide to Player Relations Manager for approval.
- Reviews and provides feedback on retailer communication pieces including Gameline, terminal messages, and other items as assigned.
- Reviews and provides feedback on marketing communications including promotional emails and other player-facing collateral.
- Serves as primary contact in the review of Lottery news releases.
- Reviews and provides feedback on other items as assigned by the Player Relations Manager.

**Duty 3**

**General Summary:**

**Percentage: 15**

Maintains database tracking Lottery claims of \$99,999 or more, as well as unclaimed prizes.

**Individual tasks related to the duty:**

- Develops and maintains database to track Lottery instant game and Pull Tabs game launches.
- Develops and maintains database to track Lottery prize claims of \$99,999 or more.
- Develops and maintains database to track unclaimed Lottery prizes of \$99,999 or more.
- Analyzes various reports detailing Lottery prizes of \$99,999 or more daily and input information into database.
- Coordinates with other sections to determine which, if any, prizes of \$99,999 or more that have been unclaimed for more than 90 calendar days and input information into database.
- Provides list of unclaimed prizes to Digital Gaming section monthly for posting at [www.MichiganLottery.com](http://www.MichiganLottery.com).
- Provides list of unclaimed prizes set to expire in 30 days to Player Relations team monthly.
- Ensures accuracy of databases and report sent to Digital Gaming section.

**Duty 4****General Summary:****Percentage:** 15

Responds to player inquiries received by phone, email and U.S. mail and evaluates organizational and/or operational needs and recommends solutions.

**Individual tasks related to the duty:**

- Shares in the Player Relations section's responsibility of handling player inquiries by helping to answer the office phones and player inquiries submitted by email or U.S. Mail.
- Maintains knowledge of the Lottery's policies and procedures and game details to provide quick, accurate responses to player calls.
- Utilizes template responses to formulate appropriate responses to U.S. mail and email inquiries, and makes revisions as needed.
- Identifies emerging trends or recurring issues and provide information about those trends or issues to the appropriate Lottery sections for analysis and changes to maintain or improve the quality of the player experience.
- Maintains appropriate files for player responses, correspondence from players and other communications.
- Maintains a calm, professional demeanor and positive attitude while dealing with players and other members of the public.

**Duty 5****General Summary:****Percentage:** 10

Performs other duties as needed to assist the Player Relations section's ongoing operations, assists other sections with player related inquires, and provides information about Player Relations policies and procedures to internal and external stakeholders.

**Individual tasks related to the duty:**

- Maintains and updates division databases and records.
- Responds to requests from other Lottery sections.
- Assists with Lottery special events including news conferences, game shows, TV shoots, etc. as directed by the Player Relations Manager.
- Provides support to the Player Relations section as needed.
- Performs other duties and assignments as directed by the Player Relations Manager.

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

Decisions regarding player contacts would be made independently. Decisions in providing players with assistance to help solve problems, gathering information from players regarding issues to provide to other sections for troubleshooting, fulfilling promotional prizes to drawing winners. These independent decisions will affect players and team members at Lottery.

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

Decisions where goals and/or objectives require interpretation. Issues that arise which are unusual and complex and require further review and 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.**

General office environment with some requirements for light lifting of materials for news conferences and special events, etc. Environmental conditions also may include working outdoors at special events (e.g. rain, cold weather, snow, hot & humid weather). On occasion, some travel may be required to provide support for off-site events.

**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):**

N Complete and sign service ratings.

N Assign work.

N Provide formal written counseling.

N Approve work.

N Approve leave requests.

N Review work.

N Approve time and attendance.

N Provide guidance on work methods.

N Orally reprimand.

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?**

This position is properly described in the preceding pages.

**23. What are the essential functions of this position?**

This position serves as the primary contact for promotional tickets, drawings, and awarding promotional prizes to winners including the coordination of promotional ticket distributions, drawings and awarding prizes to winners. This position will propose and develop policies, procedures and directives, oversee fulfillment of monthly promotional ticket allotment and provide consultation and guidance to winners. This position serves as point of contact in the review of various public-facing Lottery communications providing feedback, making recommendations, to ensure compliance with organizational needs, policies, procedures and Lottery directives. This position is responsible for maintaining and updating databases tracking Lottery prize claims of \$99,999 or more, as well as unclaimed prizes, and promotional tickets, and provides consultation and guidance to player inquiries ensuring accuracy and timely resolution.

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

Update to the duties, tasks and percentages of duties 1, 2, 3 & 4.

Duty 1 – previously duty 2, percentage change.

Duty 2 – new duty

Duty 3 – change to percentage only.

Duty 4 – previously duty 1, percentage change.

Previous Duty 4 has been removed.

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

The Player Relations section is the main communication link to the public, players, news media, Lottery employees, and, on occasion and the Legislature. The person in this position supports communications efforts with all of these stakeholders.

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.

**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:**

- Knowledge of the principles and practices of research and analysis.
- Knowledge of the initiation, development, accomplishment, and evaluation of public programs or services.
- Ability to establish program or service procedures, policies, or guidelines and to relate these to objectives.
- Ability to organize, evaluate, and present information effectively.
- Ability to communicate effectively verbally and in writing.
- Ability to maintain favorable public relations.

**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.***

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Supervisor

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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.***

RENEE DOWNEY

1/7/2026

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Appointing Authority

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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.***

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Employee

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Date