

**State of Michigan  
Civil Service Commission**  
Capitol Commons Center, P.O. Box 30002  
Lansing, MI 48909

<b>Position Code</b> 1. PROSPL2A16N
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## 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>
<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**

This position serves as staff specialist in 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 develop program goals and plans for implementation related to the agency digital content portfolio to promote and coordinate the sale and control of lottery products within the Lottery digital platform portfolio. This position ensures 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 staff specialist in 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:**

- Promote and coordinate the sale and control of lottery digital content across Michigan State Lottery's portfolio of owned digital channels.
- Develop program goals and plans for implementation on Lottery websites and apps.
- Develop alternative strategies for the website and app based on analysis of traffic to the platforms.
- Serve as a technical advisor and liaison for the Lottery with vendors and DTMB when it comes to authoring content and compliance.
- Conduct special projects, prepare web/app surveys and report on findings.
- 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.
- Plan and develop the MSL digital content portfolio, maintain page layouts, modules, and structured content types for web and app platforms.
- Act as a liaison 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.
- Execute 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.
- Orchestrate and manage 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.
- Plan and develop, maintain, and communicate 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.
- Participate in sprint planning and digital roadmap discussions to ensure content readiness aligns with technical releases and system enhancements.

**Duty 2**

**General Summary:**

**Percentage: 20**

Provide 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:**

- 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.

**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.
- Facilitate regular status meetings (weekly stand-ups, sprint reviews, quarterly planning sessions).
- Communicate business goals, compliance requirements, and marketing priorities to the vendor.
- Collaborate 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.**

This position exercises independent judgment in managing daily digital operations and coordinating vendor activities. Decisions in the initiation, implementation, governance, optimization and publishing related to digital content management, decisions related to the development of program plans and goals, alternative strategies and the promotion and coordination of MSL digital content 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?**

This position serves as staff specialist in 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 develop program goals and plans for implementation related to the agency digital content portfolio to promote and coordinate the sale and control of lottery products within the Lottery digital platform portfolio. This position ensures 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.**

Update taking the duties from creating, editing and publishing digital content, maintaining page layouts, collaborating with design and marketing teams and coordinating content - to serving as the staff specialist in the initiation, implementation, governance, optimization and publishing of digital content, developing program plans and goals and alternative strategies, promoting and coordinating the sale and control of lottery digital content, serving as technical advisor, formulating policy and managing digital content across the MSL digital portfolio.

**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:**

**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, direct, and coordinate program and administrative activities of a complex, interrelated, and interdependent nature where unknowns and numerous contingency factors are involved.
- Ability to formulate policies and procedures relevant to program areas based on information of a conceptual nature from varied and complex sources.
- 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