

## 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> State Administrative Manager-1	<b>10. Division</b> Sales
<b>5. Working Title (What the agency calls the position)</b> Business Development Manager-Key Accounts	<b>11. Section</b> Sales Management
<b>6. Name and Position Code Description of Direct Supervisor</b> PAYNE, TIFFANY; SENIOR MANAGEMENT EXECUTIVE	<b>12. Unit</b>
<b>7. Name and Position Code Description of Second Level Supervisor</b> FROEHLICH, JOSEPH T; COMMISSIONER BUREAU OF LOTTERY	<b>13. Work Location (City and Address)/Hours of Work</b> Work From Home / M - F; 7:45 am - 4:45 pm (varies)
<b>14. General Summary of Function/Purpose of Position</b>  This position will plan, organize, direct and control the identification of new market opportunities, building strategic partnerships, nurturing existing client relationships, developing growth strategies and overseeing all aspects of the Key Accounts business segment. This position will formulate current and long-range programs plans and policies targeting prospects and leading initiatives to expand the client base. This position will monitor market trends, industry insights, and perform data analysis to analyze the potential impact to lottery Key Accounts. This position is responsible for planning, organizing, directing and supervising the functions and operations of staff whose primary responsibility is to maximize revenue for the State School Aid Fund through lottery sales. This position will direct, coordinate, and communicate the implementation of complex sales strategies, conduct performance evaluations and recommend and implement actions to improve 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: 60**

Plan, organize, direct and control the identification of new market opportunities, building strategic partnerships, nurturing existing client relationships, overseeing all aspects of the Key Accounts business segment.

**Individual tasks related to the duty:**

- Formulate current and long-range programs, plans and policies in the identification of new business opportunities, targeting prospects, and leading initiatives to expand the client base.
- Develop growth strategies, create business proposals, and set sales goals.
- Analyze and track performance metrics, sales figures, and prepare revenue projections.
- Monitor market trends, industry insights, and perform data analysis to analyze the potential impact to lottery Key Accounts.
- Conduct and participate in meetings to ensure effective communication with staff to accomplish lottery goals and objectives.
- Serve as a project manager to ensure initiatives are completed in a timely manner, such as on-boarding of new corporate retailers, meetings with various corporate departments and coordination of trainings, equipment placement, licensing, etc.
- Prepare and conduct presentations to potential and existing key account retailers.
- Direct, coordinate, and communicate the implementation of complex sales strategies with staff, vendors and retailers.
- Collaborate with internal units and MSL vendors to ensure cohesive strategy and brand consistency.
- Confer with retailers and lottery management to resolve problems and respond to inquiries
- Oversee and participate in various events showcasing lottery products and profits throughout the state of Michigan.

**Duty 2**

**General Summary:**

**Percentage: 30**

Direct and coordinate the work of section staff, including reviewing assignments and establishing priorities, and managing, lottery key accounts functions.

**Individual tasks related to the duty:**

- Provide daily oversight of section staff including selection, training, providing performance feedback, completing performance reviews, approving leave and all other managerial responsibilities.
- Select and assign staff, ensuring equal employment opportunity in hiring and promotions, identify staff development needs and ensures that training is obtained; ensures that proper labor relations and conditions of employment are maintained.
- Provide daily oversight of section staff including selection, training, providing performance feedback, completing performance reviews, approving leave and all other managerial responsibilities.
- Conduct and participate in regular meetings with staff keeping staff apprised of issues that are outstanding and to ensure progress is made in completing individual goals and performance measurements.\)
- Conduct quarterly performance reviews and annual performance evaluations; recommend, initiate and implement corrective action to improve performance as needed.
- Identify and coordinate section staff activities by reviewing and assigning work and setting priorities.
- Establish sales districts, supervise and monitor the sales representative's scheduled sales calls to assigned lottery retailers on their call cycle.
- Establish sales goals and objectives.
- Review sales reports, sales representative reports and other reports to analyze and plan complex sales strategies in districts and the overall state and to monitor the sales representatives' activities
- Coordinate, communicate and direct implementation of complex sales strategies with staff, vendors and retailers.
- Identify equipment placement strategies to maximize sales
- Inform sales representatives of current and upcoming lottery programs, promotions and events
- Conduct periodic field visits to key accounts to assess performance of sales and compliance.

**Duty 3**

**General Summary:**

**Percentage: 10**

Conduct retailer sales calls as directed by Deputy Commissioner of Sales and perform other duties as needed to contribute to the overall operation of the Michigan State Lottery.

**Individual tasks related to the duty:**

- Solicit prospective new retailers as directed by the Deputy Commissioner of Sales.
- Conduct specific sales calls as directed by the Deputy Commissioner of Sales.
- Solicit special sales programs as directed by the Deputy Commissioner of Sales.
- Evaluate lottery product inventory and plan orders with retailer as directed by the Deputy Commissioner of Sales.

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

Decisions when reacting and responding on a day-to-day basis to situations dictated by constantly changing retail, market and service conditions. Decisions when reconciling customer and retailer complaints regarding lottery issues.

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

Decisions beyond the scope of authority delegated to the position. Decisions which can dramatically affect sales and those which can seriously affect the integrity and credibility of the Lottery.

**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.**

Prolonged periods of sitting, standing and/or moving around. Some lifting of up to 25 pounds of promotional materials. Travel is required to conduct retailer trade visits and attend meetings. Incumbent must be able to perform effectively in an environment that often must respond to external market forces which cannot always be anticipated. All managers are required to implement, maintain, and improve workplace safety components, including collaboration and the need to reduce workplace injuries.

**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.**

<u>NAME</u>	<u>CLASS TITLE</u>	<u>NAME</u>	<u>CLASS TITLE</u>
LANG, SARAH L	LOTTERY SPECIALIST-2 13	MARTIN, DANIEL	LOTTERY SPECIALIST-2 13
RUGGIRELLO, EUGENE	LOTTERY SPECIALIST-2 13	THOMPSON, STEVEN M	LOTTERY SPECIALIST-2 13

Additional Subordinates

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

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Complete and sign service ratings. | <input checked="" type="checkbox"/> Assign work.                      |
| <input checked="" type="checkbox"/> Provide formal written counseling. | <input checked="" type="checkbox"/> Approve work.                     |
| <input checked="" type="checkbox"/> Approve leave requests.            | <input checked="" type="checkbox"/> Review work.                      |
| <input checked="" type="checkbox"/> Approve time and attendance.       | <input checked="" type="checkbox"/> Provide guidance on work methods. |
| <input checked="" type="checkbox"/> Orally reprimand.                  | <input checked="" 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 will plan, organize, direct and control the identification of new market opportunities, building strategic partnerships, nurturing existing client relationships, developing growth strategies and overseeing all aspects of the Key Accounts business segment. This position will formulate current and long-range programs plans and policies targeting prospects and leading initiatives to expand the client base. This position will monitor market trends, industry insights, and perform data analysis to analyze the potential impact to lottery Key Accounts. This position is responsible for planning, organizing, directing and supervising the functions and operations of staff whose primary responsibility is to maximize revenue for the State School Aid Fund through lottery sales. This position will direct, coordinate, and communicate the implementation of complex sales strategies, conduct performance evaluations and recommend and implement actions to improve performance.

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

New position establishment.

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

The Sales Division is responsible for executing the overall Marketing Plan to maximize sales and revenue for the State School Aid Fund.

This position will plan, organize, direct and control the identification of new market opportunities, building strategic partnerships, nurturing existing client relationships, developing growth strategies and overseeing all aspects of the Key Accounts business segment. This position will formulate current and long-range programs plans and policies targeting prospects and leading initiatives to expand the client base. This position will monitor market trends, industry insights, and perform data analysis to analyze the potential impact to lottery Key Accounts. This position is responsible for planning, organizing, directing and supervising the functions and operations of staff whose primary responsibility is to maximize revenue for the State School Aid Fund through lottery sales. This position will direct, coordinate, and communicate the implementation of complex sales strategies, conduct performance evaluations and recommend and implement actions to improve performance.

**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:**

**State Administrative Manager 15**

Four years of professional experience, including two years equivalent to the experienced (P11) level or one year equivalent to the advanced (12) level.

**Alternate Education and Experience**

**State Administrative Manager 15**

Education level typically acquired through completion of high school and two years of safety and regulatory or law enforcement experience at the 14 level; or, one year of safety and regulatory or law enforcement experience at the 15 level, may be substituted for the education and experience requirements.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Extensive knowledge of federal, state, and local relationships that impact the operations of a department.
- Extensive knowledge of training and supervisory techniques.
- Thorough knowledge of methods of planning, developing, and administering programs.
- Thorough knowledge of public relations techniques.
- Ability to instruct, direct, and evaluate employees.
- Ability to analyze and appraise sales data and created sales strategies in making administrative decisions.
- Ability to establish and maintain effective relationships with government officials, private industry officials, professional personnel, and develop effective retailer relationships.
- Ability to communicate effectively.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

A valid driver's license is required.

*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