

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

Position Code
1. STDIVADMG40N

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) Lottery
4. Civil Service Position Code Description STATE DIVISION ADMINISTRATOR	10. Division Sales
5. Working Title (What the agency calls the position) West Zone Manager	11. Section Sales Management
6. Name and Position Code Description of Direct Supervisor PAYNE, TIFFANY J; STATE BUREAU ADMINISTRATOR	12. Unit
7. Name and Position Code Description of Second Level Supervisor FROEHLICH, JOSEPH T; SENIOR MANAGEMENT EXECUTIVE	13. Work Location (City and Address)/Hours of Work Lansing - 101 E. Hillsdale St., Lansing, MI 48909 / Monday - Friday 7:45 a.m. - 4:45 p.m.

14. General Summary of Function/Purpose of Position

This position will direct and supervise four (4) Lottery Regional Sales Managers whose primary responsibility is to maximize revenue for the State School Aid Fund through lottery sales which are over \$2.9 billion per year. This position is responsible for planning, organizing, directing and supervising the functions and operations of their staff. Responsible for evaluating performance and recommending and implementing actions to improve performance. The position is also responsible for designing and implementing a business development plan to grow the business. This position is also responsible for sales staff training and development as well as overseeing the equipment management program.

Duty 1**General Summary:****Percentage:** 40

Plan, organize, direct and evaluate the work activities of lottery sales staff and functions in the zone and throughout the state.

Individual tasks related to the duty:

- Instruct Regional Sales Managers on effective use of point-of-sale materials which support statewide sales programs and/or specific products.
- Inform Regional Sales Managers of current and upcoming lottery programs, promotions and events.
- Assure Regional Sales Managers and sales staff are properly trained and are knowledgeable in the recruitment and licensing process, change of ownership proceedings, retailer training, claims processing and office administration.
- Train and instruct Regional Sales Managers on special promotions compliance checks and retailer training. Establish sales regions and districts, supervise and monitor and evaluate the Regional Sales Managers sales calls with their district sales representatives.
- Coordinate, communicate and direct implementation of complex sales strategies with Regional Sales Managers, district sales representatives, instant ticket specialists (vendor) and retailers.
- Identify statewide equipment placement strategies to maximize sales.
- Conduct periodic field visits to retailers and assess retailer and staff performance.
- Meet with Regional Sales Managers to assess performance and counsel on performance problems.
- Review regional and statewide sales reports to formulate current and long range sales strategies in districts, regions, zone and statewide.
- Conduct quarterly performance reviews and annual performance evaluations and recommend, initiate and implement corrective action to improve performance.
- Conduct staff meetings and conferences with Regional Sales Managers to discuss operating problems, organization, budgetary matters, personnel issues, technical problems and the status of programs and projects.
- Maintain records, prepare reports and conduct correspondence relevant to all work performed in the Zones and Statewide.
- Act as liaison between retailers and lottery management to resolve problems and respond to inquiries.
- Fulfill request from Speaker's Bureau to educate and enhance lottery awareness at civic groups and other organizations.
- Participate in various Trade Show events showcasing lottery products and profits throughout the state of Michigan.

Duty 2**General Summary:****Percentage:** 20

Design and initiate statewide new business development plans.

Individual tasks related to the duty:

- Coordinate and direct sales activities of a new gift card program in traditional and non-traditional venues.
- Coordinate and develop current and long-range programs to roll-out new programs with existing retail partners.
- Formulate current and long-range programs to increase credit card, debit card and other cashless transactions of lottery products.
- Design an expansion plan to target new business channels that increase lottery sales and exposure.

Duty 3**General Summary:****Percentage:** 20

Sales staff training and development.

Individual tasks related to the duty:

- Direct & coordinate the design and revision of rules, regulations and procedures of a new sales staff training manual.
- Update and maintain all lottery procedures, policies and directives as they related to lottery business.
- Develop budget recommendations including capital expenditures for continued sales staff training and development..

Duty 4**General Summary:****Percentage:** 10

Oversee statewide equipment management and deployment.

Individual tasks related to the duty:

- Develop and direct a deployment strategy for new equipment including policies and procedures.
- Develop budget recommendation including capital expenditures for instant ticket dispensers.
- Evaluate and test new merchandising strategies and displays.
- Monitor and evaluate the sales performance of existing equipment to determine the effectiveness of the current equipment deployment program.
- Design new policies and procedures to remove and deploy devices based on performance.

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

Perform special assignments as directed by Deputy Commissioner of Sales.

Individual tasks related to the duty:

Conduct special projects and assignments as directed by Deputy Commissioner.

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

When reacting and responding on a day-to-day basis to situations dictated by constantly changing retail, market and service conditions.

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

When responding to those situations which are of the most sensitive nature. Those 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.

These job duties require 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.

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.

NAME	CLASS TITLE	NAME	CLASS TITLE
SPOELMAN, ADAM L	STATE ADMINISTRATIVE MANAGER-1 15	JAY, BRIAN M	STATE ADMINISTRATIVE MANAGER-1 15
STEC, RAYMOND	STATE ADMINISTRATIVE MANAGER-1 15	WASZAK, AMY L	STATE ADMINISTRATIVE MANAGER-1 15

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?

Stand, walk, sit, lift, carry, reach; communicate verbally and in writing; communicate with public, staff and co-workers. Supervise, manage and direct Regional Sales Managers activities. Driving and attendance are essential duties of this position.

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

Update to due to re-org; removal of Marketing from the division and duty #5, and removal of iLottery affiliate task from duty #2.

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. The Zone Manager is responsible for planning, organizing, managing and evaluating Regional Sales Managers, provide sales strategies, new business development, equipment management and staff training/development.

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 Division Administrator 17

Two years of experience as a professional manager or program/staff specialist, or equivalent experience.

Alternate Education and Experience**State Division Administrator 17**

Education level typically acquired through completion of high school and three years of safety and regulatory or law enforcement experience at the 14 level; or, two years 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:

Understanding and knowledge of the material value and placement of point-of-sale, special sales promotions and individual in-store promotions. Proven track record of effectiveness in developing retailer relationships. Record of not only meeting minimum sales goals, but of consistently exceeding them. Employment history that includes excellent attendance record.

CERTIFICATES, LICENSES, REGISTRATIONS:

Valid Driver's License.

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