
OKLAHOMA LOTTERY COMMISSION

Job Description

Sales Coordinator

Department/Division: Sales
Reports To: Sales Manager
Date Adopted: 11/4/05 – Revised 04/05/2015

PART I: DESCRIPTION OF POSITION

Position Purpose: This position is assigned responsibilities for planning, developing and coordinating the sales activities of the Oklahoma Lottery Commission and for overseeing all lottery sales related issues or concerns involving retailers, players, vendors or other field operations.

Principal Activities: The principal activities include the following:

- Coordinates sales activities with lottery vendor to promote ticket sales, point of sale product merchandising, equipment placement, retailer relations and recruitment of new accounts.
- Assists in the development and implementation of sales incentive programs and promotional activities and monitors progress toward goal achievement.
- Assists in the development and implementation of sales plan for recruitment of new retailers. Provides assistance to lottery vendor in recruitment efforts to secure new business.
- Maintains sales statistics and data, area files and other records related to product sales.
- Evaluates area and local routes for efficiency, balance, effectiveness and potential to maximize lottery sales.
- Reviews monthly expense reports, sales call logs, recruitment logs and any other required reports requested from field sales staff.
- Participates in committee or group meetings addressing sales issues and trends.
- Promotes sales growth by assisting in the recruitment of retailers and recommending on-line terminal installation by reviewing marketing evaluations and financial feasibility of the proposed retailer location.
- Seeks to expand game opportunities and makes recommendations for new business with particular emphasis on major accounts.
- Ensures that services provided to lottery retailers are accurate and consistent with stated lottery sales objectives.
- Studies lottery programs, policies, objectives, regulations and operating procedures to determine the activities to be performed and duties and responsibilities involved for optimum staff performance and sale of lottery products.

- Assists in the planning and development of statewide sales, customer service and retailer training programs.
- Negotiates with different state associations and large key accounts to provide sponsorship and promotions that enhance working relationships and increase sales.
- Reviews sales objectives and evaluates performance in attainment of those objectives and takes necessary steps to bring results in line with objectives.
- Informs management of significant sales developments affecting the lottery.
- Assists in the preparation and interpretation of sales and market reports and compares sales forecasts with actual sales and sales quotas.
- Resolves sales distribution concerns and advises in respect to sales coverage.
- Provide training on Oklahoma Lottery Commission objectives to field sales staff by working with Marketing Sales Representatives in the field on an ongoing basis.
- Performs other related duties as assigned.

Supervisory Responsibilities: The Sales Coordinator may supervise employees. If the position is assigned supervisory responsibility over Commission staff, the Sales Coordinator is responsible for the overall direction, coordination, and evaluation of lottery sales staff including, but not limited to, assigning duties and responsibilities, and recommending compensation and corrective discipline. Coordinates the daily operation of the lottery sales function. Carries out all supervisory responsibilities in accordance with Commission policies and applicable state and federal laws.

Conflict of Interest: All Oklahoma Lottery Commission employees are prohibited from having a financial interest in any vendor doing business or proposing to do business with the Commission. They may not participate in any decision involving a retailer with whom they have a financial interest. If they leave employment with the Commission, they may not represent any vendor or lottery retailer before the Commission for a period of two (2) years following termination of employment with the Commission.

Background Investigation: Oklahoma Statutes require that a background investigation be conducted on each applicant who has reached the final selection process prior to employment by the Commission at the level of division director and above and at any level within any division of security and as otherwise required by the board of trustees of the Oklahoma Lottery Commission. The Commission shall pay for the actual cost of the investigations. The results of a background investigation shall not be considered a record open to the public pursuant to the Oklahoma Open Records Act. The Commission is prohibited from employing any person who has been convicted of any felony or a misdemeanor involving illegal gambling or involving moral turpitude, or any person who is awaiting sentencing on a plea of guilt or nolo contendere to such a felony or misdemeanor.

PART II: KNOWLEDGE AND BACKGROUND REQUIREMENTS

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Frequent travel is required. Requires that employee have a valid driver's license and personal auto insurance.

Preferred Education and/or Experience: Bachelor's degree in Business Administration, Advertising, Marketing, Communications, Public Relations, or a closely related field; with three years experience in advertising, sales, marketing or public relations work; or an equivalent combination of education and experience, substituting one year of qualifying experience for each year of the required education. Retail route sales experience preferred.

Language Skills: Ability to read, analyze and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to management and public groups.

Mathematical Skills: Ability to work with mathematical concepts such as probability and statistical inference and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios and proportions to practical situations.

Reasoning Ability: Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instruction in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Literacy: Proficiency in standard desktop applications and specialized analytical software. Knowledge of various types of hardware and communications/office equipment.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel, and to talk or hear. The employee frequently is required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus. Employee must be able to drive on highways and in metropolitan areas, cities/towns, and rural areas to reach intended in-state destinations, on a daily basis, for extended periods of time

Work Environment: The work environment of characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, or public/private vehicles, for example, use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc. Work environment also includes retail establishments such as convenience stores, grocery stores, gas stations, bars, and other retail locations where lottery products may be sold. The office work area is adequately lighted, heated, and ventilated. The noise level in the office work environment is usually quiet. The retail locations can be fairly noisy.