
OKLAHOMA LOTTERY COMMISSION

Job Description

Advertising Coordinator

<i>Department/Division:</i>	Marketing
<i>Reports To:</i>	Director of Marketing & Administration
<i>Date Adopted:</i>	1/8/19

PART I: DESCRIPTION OF POSITION

Position Purpose: This position is assigned responsibilities for planning, coordinating and executing marketing and advertising campaigns for the Oklahoma Lottery Commission that are designed to increase public awareness and knowledge of the Oklahoma Lottery Commission and its products.

Principal Activities: The principal activities include the following:

- Participates as a member of the marketing team in developing and establishing marketing plans, policies, procedures and short and long term marketing goals and objectives for the Lottery advertising program.
- Develops ideas to promote lottery products consistent with the marketing plan; presents ideas to the Director of Marketing & Administration for approval for internal development.
- Works with sales and marketing staff to coordinate ad campaigns, point of sale materials, and advertising strategies for keeping appropriate staff advised of activities and ensure smooth implementation.
- Oversees and coordinates development of advertising materials (posters, point of sale, etc.) to ensure consistency and that materials are ready for launch of ad campaigns.
- Continuously reviews various options for new and innovative advertising such as billboard, electronic signage, or other strategies designed to increase visibility and sales.
- Evaluates and tracks all media expenditures to ensure lottery is receiving 100% of purchased media.
- Works with Graphic Designer to ensure all creative projects are being implemented in the proper timeframe.
- Creates, implements, and evaluates promotions concepts to enhance Lottery sales.
- Supports and assists sales goals through effective communication with sales staff to determine needs and provide effective and creative programs and materials to achieve sales goals.
- Coordinates advertising campaigns related to mobile app technology as well as all social media initiatives and campaigns.
- Evaluates the cost, benefits and effectiveness of all Lottery advertising and marketing campaigns.
- Performs other related duties as assigned.

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. May require that employee has 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, Journalism or a closely related field.

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 perform successfully 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.

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. The work area is adequately lighted, heated, and ventilated. The noise level in the work environment is usually quiet.