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# OKLAHOMA LOTTERY COMMISSION

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## Job Description

### Key Account Manager

<i>Department/Division:</i>	Sales
<i>Reports To:</i>	Director of Sales and Operations
<i>Date Adopted:</i>	09/30/16

#### ***PART I: DESCRIPTION OF POSITION***

**Position Purpose:** This position is assigned responsibilities for managing and coordinating the planning, promoting and implementation of retail lottery ticket sales at major retail chain stores, key accounts and outlets.

**Principal Activities:** The principal activities include the following:

- Contacts and meets with appropriate executive and management staff employed by major corporate or key accounts, and presents lottery ticket sales plans and programs of the Oklahoma Lottery Commission (OLC) as a value-added product to be offered to the retailer's customers; presents information on becoming a lottery retailer, provides information on the features and benefits to the retailer and the State of Oklahoma, and explains assistance and support through advertising, promotions and sales training provided by the Commission.
- Visits corporate accounts frequently to consult with store managers and staff identifying marketing and promotional opportunities and identifying issues that need to be addressed. May be required to provide training to retail staff and arrange events as needed or requested.
- Develops and maintains a professional relationship with key accounts to provide service advice and assistance as needed relating to lottery sales programs, brand strategy, point-of-sale placement expectations, promotions, advertising opportunities and customized co-operative opportunities.
- Explains brand strategy and promotes point-of-sale placement and promotion participation with key account executives.
- Develops, prepares and presents Business Reviews and related Sales Action Plans to include chain sales activity, demographics, sales resulting from special promotions, and actionable items to increase overall sales and within specific time periods.
- Identifies and recruits new key account chains to grow the Oklahoma Lottery retail network and increase ticket sales.
- Prepares and submits reports that summarize sales activities results and other information relating to assigned tasks and projects.
- Coordinates with other members of the Oklahoma Lottery staff, vendor sales personnel, customer service personnel and retail chain staff in matters relating to key account sales activities and acts as a liaison for Lottery staff that may be required to provide service or assistance to corporate retail locations.

- Works with the OLC's Director of Sales and Operations, OLC Sales Manager, Vendor Sales Manager, OLC Sales Coordinators, and Marketing Sales Representatives to ensure the Commission's goals and objectives have been implemented in the individual key accounts and other accounts.
- Secures and coordinates all paperwork necessary for obtaining key account retailer contracts, including required bond and contract renewals as necessary.
- Performs other related duties as assigned.

**Supervisory Responsibilities:** This job has no supervisory responsibilities.

**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, Marketing, or a closely related field; with four years of experience in sales, preferably working with corporate or key accounts in the packaged goods category.

**Language Skills:** Ability to work effectively with others. Must be able to demonstrate a high degree of discretion and interpersonal skills in both verbal and written communications. Ability to read and comprehend instructions, correspondence and memorandums. Ability to present facts and opinion clearly both orally and in writing. Ability to effectively present information in one-on-one and small group situations.

**Mathematical Skills:** Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to apply analytical methodologies, including computation of rate, ratio, cost reallocation and percent and to draw and interpret bar graphs.

**Reasoning Ability:** Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to apply common sense and understanding to carry out instructions furnished in written, oral or diagram form. Ability to exercise sound judgment in analyzing situations and in selecting an effective course of action. Ability to organize and conduct several activities simultaneously.

**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; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to stand, walk, and reach with hands and arms. The employee is occasionally required to stoop, kneel, crouch, crawl, climb, or balance. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, depth perception, 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.