



Marketing Specialist, CA State Lottery

Senior Marketing Specialist, CA State Lottery

Exam Code: PB112

Department: California State Lottery

Exam Type: Departmental Open

Final Filing Date: Continuous

CLASSIFICATION DETAILS

Marketing Specialist, CA State Lottery—\$5,656.00 - \$7,080.00 per month

Senior Marketing Specialist, CA State Lottery— \$6,237.00 - \$7,807.00 per month

View [the Marketing Specialist, CA State Lottery Series classification specification](#)

APPLICATION INSTRUCTIONS

Final Filing Date: Continuous

Who Should Apply:

Applicants who meet the minimum qualifications as stated on this bulletin may apply for and take this examination.

Once you have taken this examination, you may not retake it for **twelve (12)** months.

How To Apply:

The link to connect to the Training and Experience Evaluation is located farther down on this bulletin in the “Taking the Exam” section.

Special Testing Arrangements:

If you require assistance or alternative testing arrangements due to a disability, please contact the testing department listed in the Contact Information section of this bulletin.

MINIMUM QUALIFICATIONS

All applicants must meet the education and/or experience requirements as stated on this exam bulletin to be accepted into the examination. Part-time or full-time jobs, regardless of whether paid or volunteer positions, and inside or outside California state service will count toward experience.

ALL LEVELS: (Both Marketing Specialist and Senior Marketing Specialist)

Education: The following education is required when **non-State** experience is used to qualify at any level: Equivalent to graduation from an accredited college or equivalent degree approved by the Council for Private Postsecondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing or communications. (Additional qualifying experience may be substituted for education on a year-for-year basis.)

Candidates who are within six months of satisfying either the education or experience requirement for these classes will be admitted to the examination, but they must fully meet the requirement before being appointed to the class.

(Possession of a Master's Degree in Business Administration from an accredited college or equivalent degree approved by the Council for Private Postsecondary and Vocational Education under the provisions of California Education Code Chapter 3, Part 59, Division 10, preferably with a specialization in marketing, may be substituted for one year of experience under the open pattern.) **AND**

MARKETING SPECIALIST, CALIFORNIA STATE LOTTERY

Either I

One year of experience performing the duties of a Marketing Analyst II, California State Lottery.

Or II

Three years of progressively responsible experience in a large organization performing professional or technical duties in consumer marketing, such as new product development and analysis, advertising, consumer/trade promotion, research, market and sales forecasting, consumer-oriented public relations, or closely related areas. (Experience in the California state service applied toward this requirement must include at least one year performing the duties of a class at a level of responsibility not less than that of a Marketing Analyst II, California State Lottery.)

SENIOR MARKETING SPECIALIST, CALIFORNIA STATE LOTTERY

Either I

One year of experience performing the duties of a Marketing Specialist, California State Lottery.

Or II

Four years of progressively responsible professional experience performing duties comparable to that of either: (a) a marketing manager, brand manager, or product

manager in the marketing division of a large national or regional corporation engaged in product development or marketing of mass consumer products or services, or (b) an account executive, account supervisor, or research manager in a large regional or nationally-based media advertising or market research agency. Duties must be oriented to marketing or advertising a mass consumer product or service.

In appraising relative qualifications, the recency, breadth, and depth of relevant experience, and the candidate's ability to accept and fulfill increasing responsibilities, will be given greater consideration than the length of experience.

POSITION DESCRIPTION

Marketing Specialist, California State Lottery

This is the advanced journey level in the series. Positions have responsibility for major project areas such as On-Line Games or Instant Games. Marketing Specialists conduct the annual business review, implement marketing objectives and strategies, and track supporting budgets; support implementation of marketing communications programs via agencies contracted to provide advertising, public relations, consumer promotion, and point-of-sale services; implement product development, including new game introductions and test markets and developing game design specifications; implement promotional campaigns and activities; and execute specialized communication and marketing programs to support the California State Lottery's retailer network. Incumbents function in this class as recognized technical resources and are skilled consultants to their management. They are also given lead responsibility over other staff.

Senior Marketing Specialist, California State Lottery

Positions at this level are high level independent specialists who perform the most difficult, complex, and sensitive marketing work, assuming responsibility for major activities central to the mission of the division and the Lottery. Positions direct the annual business review and conceive, develop, and recommend marketing objectives and strategies and supporting budgets to the California State Lottery's top management; give strategic direction and review to agency staff contracted to provide advertising, public relations, consumer promotion, and point-of-sale services; develop strategic direction and manage the new product development process; oversee development and implementation of the largest promotional campaigns and activities; and recommend specialized communication and marketing strategies to support the California State Lottery's retailer network. Positions may be assigned to oversee a group of Marketing Analysts or Specialists performing a specialized marketing function. Positions are allocated to this level based on an evaluation of the assignment and incumbent in terms of the criteria discussed above and relevant allocation factors. The basic distinction between this class and the Marketing Specialist is the Senior Marketing Specialist's responsibility for conceiving and developing the broad marketing strategies and parameters within which the Marketing Specialists and Marketing Analysts will perform. For example, in product design, the Senior Marketing Specialist develops the strategic

direction (odds, themes, playstyles) while the Marketing Specialist adds and refines specific tactics, such as prize structures and game treatments.

EXAMINATION SCOPE

Training and Experience Evaluation – Weighted 100% of the final score.

The examination consists solely of a **Training and Experience Evaluation**. To obtain a position on the eligible list, a minimum score of 70% must be received. Applicants will receive their score upon completion of the Training and Experience Evaluation process.

In addition to evaluating applicants' relative knowledge, skills, and ability, as demonstrated by quality and breadth of education and/or experience, emphasis in each exam component will be measuring competitively, relative job demands, each applicant's:

Knowledge and Abilities

All Levels:

Knowledge of: Principles of product marketing, merchandising, sales, and project management techniques; principles and practices of business administration and management; budgeting techniques and tracking methods; and analytical methods and techniques used for problem identification, data gathering, data analysis, and decision making.

Ability to: Establish and maintain constructive relationships with external contractors and internal support staff; develop and maintain effective sales and expenditure tracking reports; reason logically and creatively, utilizing a variety of analytical techniques to develop and evaluate alternatives; effectively contribute to new business-building opportunities based on product's objectives and strategies; communicate effectively both orally and in writing; and a high degree of tact.

Knowledge of: In addition to the above, the law, rules, regulations, policies, and procedures governing the operations of the California State Lottery and the sale of Lottery products.

Ability to: In addition to the above, work independently; and develop a complete fact base for evaluating program issues, draw sound conclusions, and develop practical action plans.

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Knowledge of: In addition to the above, methods and techniques of effective leadership; and project management.

Ability to: In addition to the above, motivate, develop, and train other staff; and develop long-range plans to achieve objectives which are both aggressive and realistic.

Senior Marketing Specialist, California State Lottery

Knowledge of: All of the above, and principles, practices, and trends of product development or management and retail marketing; alternative approaches to successful product marketing and merchandising; principles and practices of leadership; advertising program management; principles and practices of market research and analysis; dynamics of a variety of retail environments.

Ability to: All of the above, and reason strategically, logically, and creatively; develop and evaluate differing marketing strategies, advertising messages, and communication vehicles; assess public images established by various marketing efforts; analyze and interpret the results of research data; make strategic recommendations based on the data; develop consumer promotion events; prepare merchandising and annual business plans; and develop, propose, and successfully market new products.

SPECIAL REQUIREMENTS

SPECIAL PERSONAL REQUIREMENTS

Ability to creatively market products and services; think analytically, creatively, strategically, and practically; flexibility; work within time constraints; and open mindedness.

FELONY DISQUALIFICATION

Pursuant to Government Code Section 8880.71, persons convicted of a felony and any gambling-related offense are disqualified from employment with the California State Lottery and are, therefore, not eligible to be examined for, or appointed to, positions in this class.

BACKGROUND INVESTIGATION

Pursuant to Government Code Section 8880.32, all persons successful in the examinations for this class shall be required to undergo a thorough investigation prior to appointment.

ELIGIBLE LIST INFORMATION

A departmental, open eligible list for the **Marketing Specialist, California State Lottery and Senior Marketing Specialist, California State Lottery** classifications will be established for **California State Lottery**.

The names of **successful** competitors will be merged onto the eligible list in order of final score regardless of exam date. Eligibility expires **twelve (12) months** after it is established. Applicants must then retake the examination to reestablish eligibility.

Veterans' Preference will be granted for this examination. In accordance with Government Codes 18973.1 and 18973.5, whenever any veteran, or widow or widower

of a veteran achieves a passing score on an open examination, he or she shall be ranked in the top rank of the resulting eligible list.

Veterans status is verified by the California Department of Human Resources (CalHR). Information on this program and [the Veterans' Preference Application](#) (Std. form 1093) is available online. Additional information on veteran benefits is available at the Department of Veterans Affairs.

Career Credits **will not** be added to the final score for this exam, because it does not meet the requirements to qualify for Career Credits.

EXAMINATION INFORMATION

[Preview of the Marketing Specialist, and Senior Marketing Specialist, CA State Lottery Training and Experience Evaluation](#)

PREPARING FOR THE EXAMINATION

Here is a list of suggested resources to have available prior to taking the exam.

Employment History: Employment dates, job titles, organization names and addresses, names of supervisors or persons who can verify your job responsibilities, and phone numbers of persons listed above.

Education: School names and addresses, degrees earned, dates attended, courses taken (verifiable on a transcript), persons or office who can verify education, and phone numbers of persons or offices listed above.

Training: Class titles, certifications received, names of persons who can verify your training, and phone numbers of persons listed above.

TAKING THE EXAMINATION

Take [the Marketing Specialist and Senior Marketing Specialist, CA State Lottery examination](#)

TESTING DEPARTMENTS

State of California (all State of California departments)

CONTACT INFORMATION

If you have any **technical** questions concerning this examination bulletin, please contact:

California Department of Human Resources
Attn: Examination Services
1515 S Street
Sacramento, CA 95811

Phone: 1-866-844-8671

California Relay Service: 1-800-735-2929 (TTY), 1-800-735-2922 (Voice)

If you have any administrative questions concerning this examination bulletin, including provision of reasonable accommodation for this testing process, please contact:

State Lottery
Examination Unit
PO BOX 2630
Sacramento, CA 95812
916-822-8146

TTY is a Telecommunications Device for the Deaf, and is reachable only from phones equipped with a TTY Device.

EQUAL OPPORTUNITY EMPLOYER

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right of family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding, and related medical conditions), and sexual orientation.

DRUG-FREE STATEMENT

It is an objective of the State of California to achieve a drug-free State work place. Any applicant for State employment will be expected to behave in accordance with this objective, because the use of illegal drugs is inconsistent with the law of the State, the rules governing civil service, and the special trust placed in public servants.

GENERAL INFORMATION

Examination and/or Employment Application (STD 678) forms are available at the California Department of Human Resources, local offices of the Employment Development Department, and through your [CalCareer Account](#).

If you meet the requirements stated on this examination bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described in this bulletin will be rated against a predetermined job-related rating, and all applicants who pass will be ranked according to their score.

The California State Lottery reserves the right to revise the examination plan to better meet the needs of the service, if the circumstances under which this examination was planned, change. Such revision will be in accordance with civil service laws and rules and all applicants will be notified.

Bulletin Date: 8/5/2019

General Qualifications: Applicants must possess essential personal qualifications including integrity, initiative, dependability, good judgement, the ability to work cooperatively with others, and a state of health consistent with the ability to perform the assigned duties of the class. A medical examination may be required. In open examinations, investigation may be made of employment records and personal history and fingerprinting may be required.

Eligible Lists: Eligible lists established by competitive examination, regardless of date, must be used in the following order: 1) sub-divisional promotional, 2) departmental promotional, 3) multi-departmental promotional, 4) servicewide promotional, 5) departmental open, 6) open. When there are two lists of the same kind, the older must be used first. Eligible lists will expire in one to four years unless otherwise stated on the bulletin.

High School Equivalence: Equivalence to completion of the 12th grade may be demonstrated in any one of the following ways: 1) passing the General Education Development (GED) Test; 2) completion of 12 semester units of college-level work; 3) certification from the State Department of Education, a local school board, or high school authorities that the competitor is considered to have education equivalent to graduation from high school; or 4) for clerical and accounting classes, substitution of business college work in place of high school on a year-for-year basis.