

*****This is only a preview of the examination questions. To take the actual examination, please go back to the official bulletin and click the examination link.*****

Training and Experience Evaluation
Senior Marketing Specialist
California State Lottery

The California civil service selection system is merit-based and eligibility for appointment is established through a formal examination process. This examination consists of a Training and Experience evaluation used to evaluate your education, training and experience relevant to the position.

This Training and Experience evaluation is a scored component accounting for 100% of your rating in the examination process. It is important to complete the questionnaire carefully and accurately. Your responses are subject to verification before appointment to a position.

Section 1: Senior Marketing Specialist Tasks

Instructions:

Rate your experience performing specific job-related tasks.

You will be asked to respond to each of the following statements by indicating how the statement applies to you. You are required to respond to every statement by marking one option from the scale(s) provided.

In responding to each statement, you may refer to your FORMAL EDUCATION, FORMAL TRAINING COURSES, and/or WORK EXPERIENCE whether paid or volunteer.

Tasks:

1. Making recommendations pertaining to advertising and developing products using marketplace data/statistics.
2. Compiling research data to determine success of marketing programs.
3. Coordinating special projects to promote sales using public relations and social and traditional media.
4. Assisting with the preparation of budgets by maintaining and monitoring expenditures.
5. Writing project briefs (i.e. goals, needs, timelines, budgets) for marketing projects.
6. Presenting project concepts to marketing and sales management for marketing projects and games.
7. Developing plans and writing recommendation reports on the Return on Investment (ROI) and profits from marketing projects.
8. Recommending product and advertising strategies and developing action plans to coordinate the testing and implementation of approved business plans.
9. Reviewing and managing the execution of marketing and advertising programs.
10. Monitoring marketing programs across mediums to ensure consistency and continuity.
11. Developing and/or review advertising and promotional messages.
12. Evaluating research data and marketing techniques to determine successful products, marketing strategies, and areas for improvement.
13. Presenting research findings to management on products and promotions.
14. Preparing consumer test materials for research to analyze and determine consumer preferences.
15. Developing new products to assist in maintaining consumer base or establishing new consumer markets.
16. Providing direction and serve in a lead capacity over staff assigned to the Marketing Program.
17. Executing projects using project management tools and techniques to support marketing plans.

18. Conducting presentations to stakeholders and others on issues related to programs and services to communicate marketing projects.
19. Serving on committees to provide input, make recommendations, and troubleshoot operational issues to support the sales and marketing.
20. Forecasting and tracking marketing and sales trends by analyzing collected data in order to be more effective, maximize Return on Investment (ROI), and develop future marketing plans.
21. Provide guidance, direction, and feedback to staff to alleviate program or project related problems and improve performance and productivity.
22. Determine and set timelines for completion of projects and assignments to maximize sales.

Section 2: Senior Marketing Specialist Knowledge and Abilities

Instructions:

Rate your experience in accordance to specific job-related knowledge and abilities.

You will be asked to respond to each of the following statements by indicating how the statement applies to you. You are required to respond to every statement by marking one option from the scale(s) provided.

In responding to each statement, you may refer to your FORMAL EDUCATION, FORMAL TRAINING COURSES, and/or WORK EXPERIENCE whether paid or volunteer.

Knowledge and Abilities:

23. Knowledge of research and data gathering techniques (e.g., online resources, search engines, data bases).
24. Ability to present research findings and results at the appropriate level of complexity given the intended audience.
25. Ability to identify required data needed to evaluate program effectiveness, address issues, and/or serve as a basis for program/project decision making.
26. Knowledge of budget techniques and tracking methods.
27. Ability to analyze statistical reports to document and evaluate activities.
28. Ability to analyze marketing data to provide recommendations to retailers and/or management for maximizing sales.
29. Ability to conduct and facilitate meetings and work groups.
30. Ability to establish working relationships with external contractors.
31. Ability to provide customer service in a professional and respectful manner while meeting the needs of retailers and customers.
32. Knowledge of product merchandising, sales, and project management techniques to promote sales.

33. Ability to evaluate sales information (e.g. Key Performance Indicators (KPI), trends) to appraise the effectiveness of promotional activities and Return on Investment (ROI).
34. Knowledge of product marketing principles, practices, and techniques (e.g. Point of Sale displays) to promote sales.
35. Ability to develop and recommend sales and marketing plans to maximize Lottery sales.
36. Knowledge of spreadsheet software to prepare spreadsheet summaries and reports.
37. Knowledge of word processing software to prepare correspondence and reports.
38. Ability to delegate work assignments to staff to improve performance, productivity, expertise, and promote upward mobility.
39. Ability to contribute to new business-building opportunities based on product's objectives and strategies.
40. Ability to creatively market products.

Section 3: Senior Marketing Specialist Tasks

Instructions:

Rate your experience performing specific job-related tasks.

You will be asked to respond to each of the following statements by indicating how the statement applies to you. You are required to respond to every statement by marking one option from the scale(s) provided.

In responding to each statement, you may refer to your FORMAL EDUCATION, FORMAL TRAINING COURSES, and/or WORK EXPERIENCE whether paid or volunteer.

Tasks:

41. Designing and evaluate methods for collecting data such as surveys, opinion polls, and questionnaires.
42. Directing office functions through delegation of duties and tasks, monitoring, and overseeing of procedures and activities to ensure efficiency and productivity.
43. Monitoring and analyzing marketing trends using database software to determine methods for increasing sales.
44. Evaluating product performance for future considerations on ideal product mix.
45. Conducting training needs analyses to determine the level and type of training required to develop staff.
46. Training and mentoring staff via on-going instruction using all available methods (e.g. on-the-job training, mentoring) to develop staff effectiveness with job responsibilities to maximize sales.

Section 4: Senior Marketing Specialist Knowledge and Abilities

Instructions:

Rate your experience in accordance to specific job-related knowledge and abilities.

You will be asked to respond to each of the following statements by indicating how the statement applies to you. You are required to respond to every statement by marking one option from the scale(s) provided.

In responding to each statement, you may refer to your FORMAL EDUCATION, FORMAL TRAINING COURSES, and/or WORK EXPERIENCE whether paid or volunteer.

Knowledge and Abilities:

47. Ability to monitor, document, and evaluate the work of staff to ensure that it meets quality, quantity, and timeliness standards.
48. Knowledge of leadership practices to direct, coordinate, motivate and lead staff to maximize sales, and accomplish Lottery objectives.
49. Ability to assess and identify staff training needs to improve staff competency and productivity.