

**PRODUCT MANAGER**  
FLORIDA DEPARTMENT OF THE LOTTERY – DIVISION OF PRODUCT & SALES  
\*Open Competitive Opportunity\*

**This position is in Tallahassee, Florida**

**AGENCY BENEFITS:**

If hired, as employee of the Florida Lottery, you will be provided the benefits listed below:

- Approximately **97.5%** of the premium for **health insurance**
  - Individual (~\$8/month) or Family (~\$30/month)
- **100%** of the premium for individual or family **dental insurance**
- **100%** of the premium for basic **life insurance**
- Employer contributions to the Pension Plan or Investment Plan; contribution levels will vary based upon Pay Plans.

**Requisition salary is \$58,000/year**

**GENERAL POSITION DESCRIPTION:**

This position is responsible for the development and production of Florida Lottery games and promotions. The Product Manager researches product ideas, develops annual launch schedules, manages all production stages of the launch process and analyzes the game performance throughout the product lifecycle.

**ESSENTIAL DUTIES:**

- Manages the development of new and innovative Draw games and promotions for introduction into the Florida market.
- Develops reporting and data analysis that provides clear and actionable insights in the areas of sales, product management, and promotions.
- Maintains full understanding of the Florida Lottery game portfolio, including prize structure development and game portfolio management.
- Participates in long-term, strategic plan development discussions, with ability to articulate information on results of game and promotion performance, review analytical and forecasting data prepared to support initiatives discussed, and make knowledgeable, fact-based recommendations that can be incorporated into marketing and business development plans.
- Reviews and evaluates new gaming and product suggestions from vendors, Lottery players, and other sources to determine the appeal, impact and feasibility for product development.
- Develops annual product plans to achieve annual sales goals and maintain a sufficient variety of Lottery products to reach each segment of the player market.
- Forecasts the potential sales performance based on market research.
- Manages contracts with vendors and licensed properties, coordinates the launch activities and monitors sales.
- Works with Research to develop annual plans for product research, attend focus groups and other research activities.
- Acts as project manager and develops detailed action plans to ensure the smooth implementation and introduction of new games into the market place.
- Works closely with Lottery Marketing, Communications, Security and Information Resources to develop advertising campaigns, websites, in-store signage, and player/retailer materials to promote and educate the public about Lottery offerings, and with other Lottery divisions to

ensure support functions for Lottery play, such as: security, game administration operations, claims processing and prize fulfillment requirements are being met.

- Conducts a thorough business analysis of potential new games and promotions. Develops product and promotion briefs identifying key features, product positioning, market analysis and research and other relevant details.
- Analyzes game and promotions by tracking awareness, participation, sales and performance compared to historical data and market and economic factors. Creates reports and communicates findings to management.
- Responds to public records requests for information.
- Performs special projects and additional duties as assigned and directed by the Director of Product and/or Deputy Secretary of Product and Sales.
- Attendance is an essential function of this position.
- Each employee is expected to be knowledgeable of the Lottery's Responsible Gaming program, including the No Underage Play and Play Within Your Means messaging, and will ensure retailers and players are aware of the program and provided information, as necessary.

### **Knowledge, Skills, and Abilities:**

- Knowledge of sales and marketing principles and practices.
- Knowledge of the lottery products and games.
- Ability to establish and maintain effective working relationships with others.
- Ability to communicate effectively both verbally and in writing.
- Ability to develop in-depth project plans and oversee implementation of such plans.
- Ability to analyze and evaluate complex statistical and other data, and draw conclusions based on the data.
- Skill in Microsoft Office.
- Skill in making presentation.
- Skill in data analysis.

### **EDUCATION & EXPERIENCE QUALIFICATION**

**To be considered an eligible candidate for this position, you must possess the education and experience outlined in one of the bullets below:**

- A bachelor's degree\*\* from an accredited college or university in Business Administration, Finance, Research, Marketing, Advertising, Communications, or a closely related field of study and two (2) years of professional sales, marketing, or advertising experience.
- A master's degree\*\* from an accredited college or university in Business Administration, Finance, Research, Marketing, Advertising, Communications, or a closely related field of study and one (1) year of professional sales, marketing, or advertising experience.

\*\*Professional or non-professional work experience as described above may substitute for the required college education.

Combinations of college course work in the disciplines specified above and experience may be substituted for the required college education. College course work will be considered equivalent of experience at the rate of thirty (30) semester or forty-five (45) quarter hours on a year for year basis.

A maximum of three (3) years of college course work may be substituted.

### **Agency-wide requirements for employment:**

Successful passing of a criminal background check (state, local, and national) is required.

A high school diploma or equivalent (GED).

Maintains strict confidentiality of information learned while working with the Florida Lottery, whether learned through assigned duties or through working with other units. The types of confidential information may include, but are not limited to, payroll information, budget matters, policy decisions, tax matters, employee disciplinary issues, and other personnel data.

**For interested applicants, please follow the link below (position # 36000172)**

<https://jobs.myflorida.com/go/Department-of-Lottery/2817900/>

Position closing date is 11/30/2023.