

Introduction



The Wisconsin Lottery, an over \$800 million a year business, is seeking a self-motivated and experienced Research Analyst -Advanced/Lottery Marketing Research for Lotto products.

Are you a dynamic market research professional seeking a challenging opportunity in a creative and fun work environment?

Opportunity for you to:

This position provides the opportunity to conduct marketing research, compile and analyze a variety of data, perform statistical analysis, develop and maintain statistical information reporting systems, prepare reports and graphs, and provide recommendations to management on product development, game strategies, game odds, informational advertising, etc. that will be used as the basis for administrative planning and decision making. This position offers the unique opportunity to assist with policy and procedures development of Lotto games, Lottery advertising plans, retailer performance, and other Lottery programs.

The **Wisconsin Lottery**, is a for-profit consumer products business within state government that sells its products via a network of nearly 4,000 retailers with almost \$900 million in annual sales. The Lottery provides property tax relief to Wisconsin homeowners through the sale of lottery games while operating with integrity, security, and social responsibility. This position is located in Madison, at the WI Department of Revenue. For more information about DOR, visit our website at <http://www.revenue.wi.gov/>. The Lottery website can be located at wilottery.com.

Remote/Telework up to 60%. Note: During the first year you can gradually increase up to 60% based on performance and workload needs. This position will be headquartered at the DOR main office building, 2135 Rimrock Road, Madison WI. For more information about DOR, visit our website at <http://www.revenue.wi.gov/>.

Working for Wisconsin State Government has many advantages including a comprehensive benefit package. As a state employee you will receive nine paid holidays, 4.5 days of personal holiday, sick leave (five hours per bi-weekly pay period) and vacation leave (over 100+ hours annually). Go to "Paid Leave" to learn more.

The deadline to apply for this job announcement is March 19, 2023, at 11:59 PM CST.

Position Summary

This position performs professional level work in conducting marketing research, performing statistical analysis, and developing and maintaining statistical information reporting systems, used as the basis for administrative planning and decision making. The position compiles and analyzes a variety of data; prepares reports and graphs; and assists with policy and procedures development for lotto (terminal generated) games, Lottery advertising, and retailer performance and other Lottery products and programs. Results of this position's duties are to provide recommendations to management on product development, game strategies, game odds, informational advertising, etc.

This position works directly with information that is either trade secret (Wis. Stats. 134.90(1)(c) Uniform trade secrets act), or confidential in nature. Responsible for creating, maintaining, and storing confidential and trade secret information for the organization.

In addition, it advises other staff on reporting systems and analysis tools that can be utilized when needed.

Work is performed under the general supervision of the Game Development Section Supervisor.

For a copy of the position description, click [here](#).

Salary Information

Salary for this Research Analyst -Advanced position (schedule-range 08-03) is \$72,800 to \$76,960 annually (\$35.00 to \$37.00 hourly), depending on qualifications, plus excellent benefits. For information on state benefits click [here](#). Current state employees pay will be based on the provisions in the Compensation Plan for broadband 08-03. A twelve-month probationary period is required.

Job Details

The Department of Revenue will conduct criminal background, tax compliance checks and fingerprint checks on candidates prior to offer of hire. Interview results may be reused in accordance with the State of WI interview reuse policy.

Applicants must be eligible to work in the United States. The Department of Revenue does not sponsor work or student visas, either at time of hire or at any later time.

All state employees must report their COVID vaccination status, whether vaccinated or not and provide supporting documentation if vaccinated. Newly hired employees will be required to submit this information within their first two weeks of employment. The State of Wisconsin continues to follow necessary health and safety protocols for COVID. Please visit [Division of Personnel Management](#)

[Coronavirus - COVID-19 \(wi.gov\)](#) for the most up-to-date information. Guidance may be subject to change.

Qualifications

Minimally qualified candidates will have:

1. Marketing research experience (e.g. specifying information, design methods, gathering, analyzing and interpreting information about a market, product or service to be offered for sale in that market, etc.).
2. Experience using statistical and/or analytical software programs (e.g. SPSS, SAS, R, Stata, etc.).
3. Experience summarizing (e.g. preparing reports, graphs, etc.) and presenting results of research and analyses.

Well-qualified candidates will also have:

1. Marketing research pertaining to advertising (e.g. brand, media, etc.) experience.
2. Experience as a project manager or primary analyst (e.g. overall responsibility for design, implementation, analysis and management, etc.) of a marketing research project.
3. Experience using a business intelligence platform like SAP BusinessObjects, or similar Business Intelligence (BI) program or tool.

How To Apply

Apply online! To apply, click “Apply for Job” to start the application process. Then, you will access your existing account or to create a new account if you don’t have an account. Once you are logged in, click “Apply for Job.” Follow the steps outlined in the application process and submit your application. You will be able to save your application as many times as needed and make edits up until the point you submit your application. Please note that once you submit your application, you will not be able to make any updates to the application or any materials submitted.

You will be required to attach your current resume and letter of qualifications in a Word or PDF compatible format. Limit EACH separate document to a maximum of THREE (3) pages. Your resume and letter of qualifications are reviewed to determine your qualifications as they relate to the job qualifications listed. To create your letter of qualifications, it is recommended that you copy the bulleted points listed in the "qualifications" section into a Word document and then address each bullet point with your specific qualifications.

Here are instructions on [developing your resume and letter of qualifications](#) and what should be included in these materials. Ensure your documents have clearly described your specific role, what you did, your level of responsibility (e.g. worked independently, etc.) scope, duration, and specific nature of your duties. Make sure you provide one or more specific examples that clearly describe your experience doing the qualifications we defined that clearly demonstrated your level of expertise. If you are vague about your specific role or don't describe examples, you may not get

credit for that experience. Failure to submit all required materials will result in an incomplete application and ineligibility for this position. Application materials will not be accepted if received in an incompatible format, an email, as a hard copy or a fax.

Submitted materials will be evaluated by a panel of job experts and the most qualified applicants will be invited to participate in the next step of the selection process.

Permanent classified state employees who are eligible for consideration (transfer, voluntary demotion, or reinstatement) should complete the online application process by the stated deadline.

Questions can be directed to Maggie Davis at Margaret.Davis1@wisconsin.gov or 608-266-3924.

The State of Wisconsin is an Equal Opportunity and Affirmative Action employer seeking a diverse and talented workforce.

Deadline to Apply

Applications must be submitted before March 19, 2023, 11:59 pm CST.