

**MASSACHUSETTS STATE LOTTERY COMMISSION  
JOB DESCRIPTION**

**Title:       Marketing Specialist**

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Department:	Marketing
Location:	Dorchester headquarters
Supervision Received:	Manager, Product and Promotional Development
Supervision Exercised:	N/A
Grade:	24
Salary Range:	\$72,550.96 - \$95,779.25

***NOTE: This position is pending the implementation of a new bargaining unit contract which will result in a 4% cost of living increase to the posted salary range, retroactive to the start date, plus a 4% cost of living increase effective January, 2024.***

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**JOB SUMMARY:**

Assists Product and Promotional Development Managers in the daily management of all products to maximize sales and profits through the creation of compelling marketing content and planning and execution of promotions. Acts as a liaison for sponsorships and off-site events. Assists in Marketing, Player and Agent communications, and prize fulfillment as well as assisting with the development and maintenance of content on all digital platforms (website, mobile apps, micro-sites, social media etc.).

**ESSENTIAL FUNCTIONS:**

- Creation of Marketing Content:
  - Works with internal and external teams to initiate, develop and execute marketing support for product launches and promotions on digital channels and other Lottery-owned assets.
  - Supports the Product and Promotional Development Managers in the development of new products, promotions, and marketing projects.
  - Works in collaboration with the graphic design team to develop compelling and consistent messages across multiple channels.
  - Assists in the maintenance of relevant documentation and project schedules.
- Planning, Executing and Analyzing Promotions, Events, and Sponsorships:
  - Works with Marketing Team to write and review web content,

- Administrative Bulletins and specification documents for promotions, events, and sponsorships.
- Identifies, negotiates, executes, and manages staffing needs for in-field promotional events and sponsorships.
- Produces and presents comprehensive summaries of each project and promotion.
- Demonstrates outstanding Customer Service techniques and ability to identify potential negative or crisis situations and respond appropriately to best mitigate issues.
  - Orders relevant in-field promotional items, ensures their on-time delivery for events, and manages inventory levels.
  - Certifies that the Lottery and external partners execute assets and agreements to contractual obligation.
- Proficient in social media content development and implementation.
- Other responsibilities:
  - Participate in off-site promotional events.
  - Performs related duties as assigned.

**PREFERRED QUALIFICATIONS:**

- Bachelor's degree in Marketing or a comparable degree and experience equivalent.
- Superb marketing writing skills and attention to detail.
- Knowledge of marketing principles and techniques.
- Ability to manage several projects and lead teams when necessary.
- Experience working in an office environment and on team projects.
- Familiarity with Microsoft office and other marketing programs such as Photoshop, Illustrator, Premiere, etc. is preferred.
- Experience with graphic design
- Understanding of social media management.
- Self-motivated and able to work independently when necessary.
- Interest and ability to take direction and learn new skills.
- Valid driver's license.
- Available to work promotional events on nights and weekends occasionally.

**APPLICATION DEADLINE: NOVEMBER 22, 2023**

**To be considered for this position, INTERNAL candidates should submit a cover letter and resume to: [humanresources@masslottery.com](mailto:humanresources@masslottery.com).**

**EXTERNAL CANDIDATES MUST APPLY ON MASSCAREERS:  
<https://massanf.taleo.net/careersection/ex/jobsearch.ftl>.**

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