



## **Interactive Marketing Specialist**

The Idaho Lottery is looking for an Interactive Marketing Specialist to join our dynamic Marketing Team. This is an exciting opportunity for someone looking to be a part of an emerging trend in internet and social media marketing as well as contribute to a fast-paced, innovative team and agency.

This position is a combination of player club product management, social media marketing and player relationship marketing along with other marketing duties including digital initiatives such as web and mobile work and managing and nurturing interactions with players in order to keep, increase, and engage our player base and increase sales.

This position reports to the Deputy Director of Marketing and will be responsible for the following duties:

- Oversee, strategize, and maintain the integrity of our Very Important Players Club (VIP Club) by monitoring the VIP Club chat room, providing support to VIP Club members, responding to VIP Club e-mail inquiries, monitoring VIP Club game performance, printing and sending new and replacement VIP Club membership cards, and many other aspects of the VIP Club.
- Review new online game structures and working papers
- Develop and run reports to analyze player behavior and manage utilization of player data for marketing programs
- Coordinate and implement new online marketing campaigns and strategies
- Stay informed on emerging platforms and keep abreast of trends in digital/electronic media and communications and appropriately pursue new initiatives such as mobile web sites, social media channels, e-newsletters, SMS alerts
- Develop and leverage social media to drive player engagement, acquisition, and sales growth
- Coordinate a comprehensive player contact strategy, inclusive of database development
- Leverage the internet to promote our products
- Measure and evaluate effectiveness of interactive marketing activities
- Player engagement and player satisfaction analysis
- Monitor other communities and social media channels to compare and other sites and continuously improve our sites
- Develop strong connections with our players by providing them with information directly suited to their needs and interests and by promoting open communication through all available channels

- Using web analytics to identify opportunities and ensuring an optimal online experience to achieve business results (traffic, conversion, average order value, repeat visit rate)
- Player acquisition initiatives including paid search, email, mobile, and social media
- Assist in day-to-day marketing duties

The required skills and qualifications needed to be considered for this position are:

- Must have an in-depth knowledge of marketing principles and practices achieved through a combination of training, education, and experience
- Must be computer savvy and familiar with other digital media devices
- Must be very familiar with in social media
- Must be a creative problem solver with a passion to reinvent an industry
- Ability to manage projects and meet deadlines
- Ability to be a data driven decision maker, marketing innovator, and strong collaborator in building working relationships with cross-functional teams
- Must have business knowledge and great customer service skills.
- Excellent communications skills and techniques comprised of written, verbal, and presentation capabilities
- Possess a customer-centric mindset, positive attitude, and sense of humor
- Highly organized and able to respond quickly to questions, concerns and issues
- Communicate with multiple groups and handle multiple requests effectively and efficiently
- Ability to translate key messages into conversational messages for customers with flawless grammar and punctuation
- Able to learn web coding and post links on all social media channels
- Excel, Microsoft and PowerPoint
- Adobe InDesign, web design software knowledge
- Be able to deal with complaints, web issues, products questions and billing questions in a written format and find the right person to assist. Requires strong, effective verbal and written communications skills to consult with management, business partners and vendors.
- Ability to work with designers and programmers in the development process of interactive marketing initiatives
- Must have a valid drivers' license
- Must successfully pass criminal, credit, and public records background checks conducted by the Idaho Lottery

The most qualified and desirable candidate will have the following skills:

- Great understanding of social media, web, and mobile marketing strategies
- Experience in online social media community building plus online marketing campaign management
- Web design and programming experience

This position is a full time position and is located in the Idaho Lottery Corporate Office in Boise, Idaho. Pay for this position is between \$13 - \$17 DOE.

The Idaho Lottery is a State agency and offers a great benefit package including: medical, dental, vision, disability and life insurance; paid sick and vacation time; all paid State holidays; State retirement program (PERSI); and many others.

To apply, please send a cover letter and resume by e-mail to [jobs@lottery.idaho.gov](mailto:jobs@lottery.idaho.gov) or by mail to 1199 Shoreline Lane, Suite 100, Boise, Idaho 83702, Attn: Jennifer Quinno-Miller.

**\*\*Applications received without both a cover letter and resume will not be considered. Please include both when responding in order to be eligible.**