

Idaho Lottery Ambassador/Wooh Crew - Part Time

Looking for extra work or just want extra cash? Want to get out and have some fun? Join the Idaho Lottery Wooh Crew!

Hiring in the **Treasure Valley, Northern Idaho** and **Eastern Idaho**

Intralot, Inc., a vendor partner to the Idaho Lottery, is looking for outgoing, confident, charismatic people to interact with the public selling and promoting Lottery products as a brand ambassador and member of the Wooh Crew – the Idaho Lottery’s event team. As a Wooh Crew member, you will provide Idaho Lottery players a fun, entertaining, quality product at various events around the state. Our focus is entertainment – we know how important it is to provide fun! Our “ambassadors” are trained to provide Lottery products and how-to-play tips along with a smile, optimism and a little luck. ****This position is employed by Intralot, Inc., NOT the Idaho Lottery.**

Wooh Crew members work throughout the year providing entertainment to people all over Idaho. Travel expenses and per-diem are paid for by the Lottery. This is a variable hour, part-time job and applicants should be able to work nights and weekends as necessary, though we do schedule around each crew member’s availability. More hours may be available in the months of November and December. Pay is \$12.00 per hour.

Wooh Crew members also attend monthly event meetings and are encouraged to offer new experiential marketing ideas as well as post-evaluations of each event.

Duties and Responsibilities

Under the supervision of the Wooh Crew Manager, the Wooh Crew performs the following duties and responsibilities:

- Work special events across the state throughout the year, including fairs, festivals, town celebrations, and retailer events.
- Set-up equipment, including terminals, communications and peripherals at events.
- Seek out player contact to promote Idaho Lottery sales and promotional initiatives.
- Provide players a fun, entertaining, quality product and experience.
- Maximize positive communications and interactions with Idaho Lottery players; reinforce benefits messaging.
- Facilitate Idaho Lottery player involvement and market growth through product trial, up-selling and increasing VIP membership.
- Educate players on how to play games, website content and smart phone apps.
- Leverage social media and mobile uploads to enhance event experience and exposure.
- Conduct marketing research intercepts and provide feedback to Intralot and Lottery.
- Other duties as assigned.

Knowledge, Skills and Experience



- Applicants must be 18 years or older.
- Strong communication skills, including one-on-one, small group, public speaking and presentation.
- Willingness to quickly and independently gain knowledge and educate others about Idaho Lottery promotions, and “how-to-play” all games (including Draw, Scratch, TAP Scratch, InstaPlay, TouchTab, and PullTab)
- Computer literacy skills in MS Excel and social media (Facebook, Twitter, etc.).
- Ability to travel periodically throughout the year and frequently during late August through mid-September, including multi-day travel.
- Ability to lift 30+ pounds.

Security Requirements

Submission to and ability to pass a thorough pre-employment credit history and criminal background check by the Lottery and Intralot, Inc. is a requirement of employment. A pre-employment drug screening is also required.

Special Requirements

Must possess a valid driver’s license with a clean driving record.

To Apply

If this sounds like the job for you and you wish to apply, please send both a Cover Letter (or Letter of Interest) and a Resume to jobs@lottery.idaho.gov. In your cover letter please describe what makes you a great fit for this position and your desire for fun, part-time work.

Job posting closes November 11, 2018.

