



# Job Announcement

## Community Ambassador

The Idaho Lottery is looking for an outstanding and dynamic person to join our team as our Community Ambassador. This position is employed by Intralot, Inc. but works full-time for the Idaho Lottery marketing team, management, and sales team in all efforts to strategize, plan, coordinate, prepare and execute all community events including Do Good, retailer support activities, promotional/sales events and other engagement events as deemed appropriate.

Pay for this position is \$22.00 per hour.

### Essential Duties, Responsibilities and Functions

Under the direct supervision of the Deputy Director of Marketing, performs the following duties and responsibilities.

#### Do Good:

- Strategize, coordinate, and work with other lottery representatives to attend school board meetings, functions and speaking engagements related to Do Good efforts.
- Coordinate, deliver and capture content for Classroom Wishlist.
- Coordinate, deliver and capture content for Bucks for Books.
- Coordinate, deliver and capture content for Love Your Schools.
- Support Scratch for Schools event by assisting with coordination, staffing, and capturing content.
- Visit school office and library staff to educate about Lottery Do Good programs.
- Provide communication with donors after events.

#### Retailer Support:

- Work with local sales reps to strategize, coordinate, and facilitate store level retailer promotions.
- Provide clerk training around the state as deemed necessary.
- Conduct research and support marketing standards by conducting mystery shops or other site surveys.

#### Community Events:

- Identify, propose, coordinate, and work statewide community events to sell or promote Lottery products.
- Manage temporary workers for larger events such as annual fairs.
- Set-up equipment, including terminals, communications, and peripherals at events.
- Facilitate Idaho Lottery player involvement and market growth through product trial, upselling and increasing VIP membership.
- Provide post analysis on events including balancing, tracking and return on investment.

- Leverage social media and mobile uploads to enhance event experience and exposure.

Other:

- Maintain a community calendar and communicate with owners and participants on a regular basis.
- Capture content for social media, marketing and general lottery use for different target audiences.
- Manage, order, and distribute premium items.
- Prepare and maintain videos/camera equipment.
- Organize and catalogue content.
- Prepare and maintain event trailers.

## Qualifications

- Applicants must be 18 years or older.
- 6 months customer service experience preferred.
- Ability or willingness to learn, to drive a truck and trailer.
- Strong communication skills, including one-on-one, small group, public speaking, and presentation.
- Willingness to gain knowledge and educate others about Idaho Lottery Do Good programs, promotions, and all Lottery games quickly and independently.
- Computer literacy skills in MS Excel
- Social media engagement experience (Facebook, Instagram, Twitter)
- Able to work from the road and travel constantly throughout the year – up to 75%
- Ability to lift 30+ pounds.

## Requirements

### Employment Eligibility Verification:

Must possess valid documentation to establish identity and U.S. employment eligibility.

### Security Requirements:

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

### Special Requirements:

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

If you feel this is the job for you and you wish to apply, please send a cover letter which should include brief details about your interest in this position and what makes you a qualified candidate, along with your resume to [jobs@lottery.idaho.gov](mailto:jobs@lottery.idaho.gov), or send by mail to the Idaho Lottery, Attn: Gaby Perez, 1199 Shoreline Lane, Suite 100, Boise, Idaho 83702.