



OFFICE OF THE CHIEF FINANCIAL OFFICER (OCFO)
Position Vacancy Announcement

SERVICING PERSONNEL OFFICE/UNIT: **Office of Management and Administration (OMA), Human Resources Division**

ANNOUNCEMENT NO: 13-AD-DCLB-0020	POSITION: Lottery Product Developer
POSITION SERIES: DS-301	POSITION GRADE: DS-9/1 - 12/10
OPENING DATE: September 13, 2013	CLOSING DATE: Open Until Filled
IF "OPEN UNTIL FILLED," FIRST SCREENING DATE: September 27, 2013	SALARY RANGE: \$44,908 - \$85,647
WORKSITE LOCATION: 2101 Martin Luther King Ave SE, Washington, DC	AREA OF CONSIDERATION: Unlimited
PROMOTION POTENTIAL: DS-12	NO. OF VACANCIES: One (1) or more
AGENCY: DC Lottery & Charitable Games Control Board (DCLB)	DURATION OF APPOINTMENT: Permanent

This position is **NOT** in a collective bargaining unit.

BRIEF DESCRIPTION OF DUTIES: This position is located in the Office of the Chief Financial Officer (OCFO), DC Lottery and Charitable Games Control Board (DCLB). The incumbent develops proposed marketing plans and their accompanying budgets; manages day-to-day creative production and develops schedules, tracking forms and procedures for approved plans; provides direction to outside contractors including but not limited to advertising agencies; designs campaigns and materials to sell products and an overall "brand" image to consumers; promote the daily drawing programs; prepares specifications to solicit services and participates in evaluations of proposals in response to request for services; places and monitors media elements (print, broadcast, billboards and transit) directly or through a media placement service; places point-of-sale elements such as signs, brochures, and merchandise at retail agent locations; serves as project manager on a variety of special promotions, such as anniversary celebrations, check presentation to winners, agents' product promotions, and promotions with other lotteries or entities such as Multi-State Lottery Association (MUSL); ensures review of all material for compliance and adherence of trademark and other legal requirements; prepares, monitors, and tracks related documents for purchasing and payment of approved advertising campaigns and materials; utilizes market area demographics, circulation, reach, traffic store patterns, attendance projections and other market and product sales analysis to best meet marketing and communications objectives; identifies market of opportunity and makes recommendations based upon benefits and budget; and compiles and manages an archival library of all advertising and marketing material. Performs other related duties as assigned.

MINIMUM QUALIFICATIONS: One (1) year of specialized experience performing the related duties and responsibilities is required.

SPECIALIZED EXPERIENCE: Experience that provides the applicant with the particular knowledge, skills, and abilities to perform successfully the duties of the position, and that is typically in or related to the work of the position to be filled. To be creditable, specialized experience must have been equivalent to at least the next lower grade level in the normal line of progression for this position.

SUBMISSION OF RANKING FACTORS: The following ranking factors will be used in the evaluation process. All applicants **MUST** respond to the ranking factors **ON A SEPARATE SHEET OF PAPER. PLEASE SEND AS AN ATTACHMENT TO YOUR RESUME.** Please describe specific incidents of sustained achievements from your experience that show evidence of the level at which you meet the ranking factors that have been determined to be of importance for the position for which you are applying. You may refer to any experience, education, training, awards, outside activities, etc. that includes the degree to which you possess the job related knowledge, skills, and abilities described in the ranking factors. The information given in response to the ranking factors should be complete and

accurate to the best of your knowledge. **FAILURE TO RESPOND TO ALL RANKING FACTORS WILL ELIMINATE YOU FROM CONSIDERATION.**

1. Describe your experience in managing complex projects across multiple departments.
2. Describe your knowledge of current techniques and specifications of the advertising, design and printing industries, as well as local media and consumer trends.
3. Describe your experience developing retail point-of-sale promotions and campaigns.

TIME-IN-GRADE REQUIREMENTS ARE APPLICABLE. APPLICANTS CLAIMING VETERAN'S PREFERENCE MUST SUBMIT OFFICIAL PROOF WITH THE APPLICATION.

DRUG-FREE WORKPLACE ACT OF 1988: "PURSUANT TO THE REQUIREMENTS OF THE DRUG-FREE WORKPLACE ACT OF 1988, THE INDIVIDUAL SELECTED TO FILL THIS POSITION WILL, AS A CONDITION OF EMPLOYMENT, BE REQUIRED TO NOTIFY HIS OR HER IMMEDIATE SUPERVISOR, IN WRITING, NOT LATER THAN FIVE (5) DAYS AFTER CONVICTION OF OR A PLEA OF GUILTY TO A VIOLATION OF ANY CRIMINAL DRUG STATUTE OCCURRING IN THE WORKPLACE."

APPLICATIONS SUBMITTED FOR CONSIDERATION WILL NOT BE RETURNED TO THE APPLICANT, EXCEPT THAT APPLICATIONS RECEIVED OUTSIDE THE AREA OF CONSIDERATION OR AFTER THE CLOSING DATE WILL BE RETURNED WITHOUT ACTION.

WORKING CONDITIONS: Office Environment

PHYSICAL EFFORT: Sedentary

ALL POSITIONS NOT IN THE COLLECTIVE BARGAINING UNIT SERVE AT THE PLEASURE OF THE CFO AND MAY BE TERMINATED AT WILL.

IMPORTANT NOTICE TO ALL APPLICANTS: Unless otherwise indicated, regular attendance is an essential job requirement of all positions in the OCFO. If you are scheduled for an interview and require any reasonable accommodation in our interview process, please inform the hiring representative who contact you to schedule your interview. Whenever possible, please give the hiring representative sufficient time to consider and respond to your request. **Thank you for considering employment at the OCFO!**

HOW TO APPLY: ALL APPLICANTS, INCLUDING DEPARTMENTAL EMPLOYEES AND OTHER DC GOVERNMENT EMPLOYEES, MUST SUBMIT THE DISTRICT OF COLUMBIA APPLICATION, [DC 2000](#). RESUME MAY BE ATTACHED.) EMPLOYEES AFFECTED BY RESTRUCTURING MUST SUBMIT THEIR APPLICATION WITH THE APPLICATION TRANSMITTAL FORM. **ALL APPLICATIONS, TRANSCRIPTS AND SUPPORTING DOCUMENTS (copy of College/University Transcripts, etc) MUST BE RECEIVED BY CLOSE OF BUSINESS (5:00 pm) ON THE CLOSING DATE OF THE ANNOUNCEMENT.**

WHERE TO APPLY:

Felicia Rothchild
OCFO – OMA – Human Resources
1101 4th Street, S.W., Suite W220
Washington, DC 20024
(202) 442-6523

RESIDENCY PREFERENCE AMENDMENT ACT OF 1998: An external applicant for a position in the OCFO who is a bona fide resident of the District of Columbia AT THE TIME OF APPLICATION, may claim a hiring preference over a non-resident applicant by completing the 'Residency Preference for Employment' form, [DC 2000RP](#), and submitting it with the employment application, [DC 2000](#). To be granted preference, an applicant must: (1) be qualified for the position; and (2) submit a claim form at the time of application. Except for employees entitled by law to preference, preference will not be granted unless the claim is made at the time of application. This preference is only granted upon initial appointment.

NOTICE OF NON-DISCRIMINATION: In accordance with the D.C. Human Rights Act of 1977, as amended, D.C. Official Code section 2-1401.01 *et seq.*, (Act) the District of Columbia does not discriminate on the basis of actual or perceived: race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, familial status, family responsibilities, matriculation, political affiliation, disability, source of income, or place of residence or business. Sexual harassment is a form of sex discrimination which is also prohibited by the Act. In addition, harassment based on any of the above protected categories is prohibited by the Act. Discrimination in violation of the Act will not be tolerated. Violators will be subject to disciplinary action.

NOTICE OF BACKGROUND INVESTIGATION AND PENALTIES FOR FALSE STATEMENTS: Employment with the OCFO is subject to the completion and satisfactory result of a background investigation conducted by the OCFO. For most positions, the investigation is conducted after commencement of duty, at which time you will be provided background and release of information forms to complete. For more information, see the Employment Opportunities section at the OCFO website (www.cfo.dc.gov). Certain highly sensitive positions however warrant completion of the OCFO background investigation prior to commencement of duty. You will be informed if this is required.

Applicant understands that a false statement on any part of your application, including materials submitted with the application, may be grounds for not hiring you, or for firing you after you begin work (D.C. Official Code, section 1-616.51 *et seq.*) (2001). Applicant understands that the making of a false statement on the application or on materials submitted with the application is punishable by criminal penalties pursuant to D.C. Official Code, section 22-2405 *et seq.* (2001).

SALARY REDUCTION OF REEMPLOYED ANNUITANTS: An individual selected for employment in the District Government on or after January 1, 1980, who is receiving an annuity under any District government civilian retirement system, shall have his or her pay reduced by the amount of annuity allocable to the period of employment as a reemployed annuitant.

OFFICIAL JOB OFFERS ARE MADE ONLY BY THE OMA HUMAN RESOURCES

OFFICE OF THE CHIEF FINANCIAL OFFICER

AN EQUAL OPPORTUNITY EMPLOYER