



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: 15-MGMT-DCLB-0007	POSITION: Director of Marketing
POSITION SERIES: DS-301	POSITION GRADE: DS-15/1 - 15/10
OPENING DATE: May 20, 2015	CLOSING DATE: Open Until Filled
IF "OPEN UNTIL FILLED," FIRST SCREENING DATE: June 4, 2015	SALARY RANGE: \$114,677 - \$147,687
	TOUR OF DUTY:
WORKSITE LOCATION: 2235 Shannon Place SE Washington, DC 20020	AREA OF CONSIDERATION: Unlimited
PROMOTION POTENTIAL: None	NO. OF VACANCIES: One (1) or more
AGENCY: DC Lottery and Charitable Games Control Board (DCLB)	DURATION OF APPOINTMENT: Permanent

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

BRIEF DESCRIPTION OF DUTIES: The Director of Marketing is responsible for developing and marketing new and/or improving existing lottery products to market consistently with the mission and business plan of the D.C. Lottery. Specifically, the incumbent oversees the creation, development and implementation and marketing of instant games; develops working papers, revenue projections, and contractual obligations to vendors; coordinates and monitors vendors contracts related to instant ticket printing; directs and oversees the advertising, research, marketing analyses, communications, and promotions and events for the DCLB; oversees the creation, development, implementation, marketing, advertising and communication efforts of instant games; serves as the project manager on all annual lottery promotions and new product launches; provides guidance to staff on the enhancement of current and future promotions; coordinates with other managers on the launching of new products and available data; directs and manages game development and performance tracking for new games; analyzes instant games sales, inventories and schedules; develops and negotiates licensed property products including terms of the deal, license fee, partner deliverables and marketing components; works with the legal and contracts departments to finalize lottery product contracts with third party licensors and vendors; directs all advertising and marketing campaigns from inception to production; oversees the development of materials such as brochures, newsletters, fliers, and point-of-sale promotional and merchandising material; directs and supports the communications plan for the DCLB; leads the annual strategic planning session and communicates the Annual Product and Promotion Plan to lottery staff and key vendors; provides leadership and guidance in teambuilding, promoting collaboration among staff to meet the mission and goals of the Division; creates, implements and updates the Lottery's strategic marketing plan; ensures promotional and product activities are in compliance with Lottery rules, policies and procedures; reviews and analyzes marketing data, market opportunities, and revenue activities and trends, and uses data to identify new opportunities for sales; develops and implements the direction of terminal-based games including promotions, new concepts and player research; and conducts ongoing competitive analysis program to monitor industry trends as it relates to successful product and promotion development. 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, district government employees' specialized experience must have been equivalent to at least the next lower grade level in the normal line of progression for the occupation in the organization.

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 knowledge and experience of the principles of marketing, advertising, public relations, marketing analyses, community event advertising and media advertising, as well as project management principles and program requirements to plan and make decisions that significantly affect the content, interpretation or development of marketing projects.
2. Describe your experience in developing working papers and revenue projections for new products.
3. Describe your ability to communicate orally and in writing, as well as your interpersonal skills to maintain a professional, effective relationship with internal and external customers.

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: Most work is generally performed in an office setting. Field investigations in geographical areas throughout the city and surrounding areas may be required.

PHYSICAL EFFORT: There may be extensive walking, standing and bending during the course of the duty day in order to conduct multiple field contacts.

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.) **INCOMPLETE APPLICATIONS (DC2000'S) WILL NOT BE CONSIDERED.** EMPLOYEES AFFECTED

BY RESTRUCTURING MUST SUBMIT THEIR APPLICATION WITH THE APPLICATION TRANSMITAL FORM. **ALL APPLICATIONS, TRANSCRIPTS, AND SUPPORTING DOCUMENTS MUST BE RECEIVED BY CLOSE OF BUSINESS (5:00PM) ON THE FIRST SCREENING DATE OR CLOSING DATE OF THIS ANNOUNCEMENT OR THEY WILL NOT BE CONSIDERED.**

"A NON-COMPETITIVE SELECTION OF A CANDIDATE ON THE AGENCY'S REEMPLOYMENT PRIORITY LIST OR THE DISPLACED EMPLOYEE'S PRIORITY LIST WILL RESULT IN CANCELLATION OF THIS ANNOUNCEMENT."

NOTE: It is imperative that all information on the DC 2000, resume and supporting documents be both accurate and truthful and is subject to verification. Misrepresentations of any kind may be grounds for disqualification for this position or termination.

WHERE TO APPLY:

Felicia Rothchild
OCFO – OMA – Human Resources
1101 4th Street SW, 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