



The **GEORGIA LOTTERY CORPORATION**

Is currently accepting resumes for the following position:

Product Manager

JOB SUMMARY

This position is responsible for driving revenue growth and performance of the Lottery instant and draw game categories through the development of strategic games and products for the Instant and Draw games portfolios.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Duties may include, but are not limited to:

- Working with the Vice President of Product Development to identify category growth strategies to achieve Instant and Draw games annual business goals.
- Managing the overall Draw Game portfolio.
- Regularly monitors the lifecycle of eleven existing draw games to ensure efficient game structures, effective payouts, player satisfaction, product sales and the overall health of each game.
- Researches and creates game concepts that are relevant to the people of Georgia, ensuring the product design aligns with insights identified through research of prospective audience.
- Recommends research, studies, and market analysis to better understand new and existing games/products, identify new product markets, customer segments, distribution channels, etc.
- Works directly with market research vendors to develop research formats and data capture methods & tools.
- Evaluate test and execute qualitative and quantitative research in order to provide solid and accurate recommendations to management for optimum performance and growth.
- Provide comprehensive oversight and management of new game launches and/or product enhancements to ensure the successful game installations
- Monitors and obtains insights into existing and new game trends discerning shifts in market place behavior. Defines new prospects and growth segments and develops appropriate product positioning.

KNOWLEDGE AND SKILL REQUIREMENTS

- Bachelor degree required with a concentration in Business, Accounting, or Marketing preferred.
- Minimum of five (5) years of Marketing/Analytics experience required and lottery experience preferred.
- Microsoft Office skills required with an emphasis on Excel proficiency.
- Must possess strong negotiation, organization and communication (written and verbal) skills.



- Must be highly quantitative with a demonstrated ability to drive projects to closure in a fast paced environment; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.
- All applicants for this position must be authorized to work in the United States now and in the future without requiring sponsorship.

We offer a competitive salary, with excellent benefits. EOE/M/F/D/V
Interested candidates please apply at the following link: [Product Manager](#)