



Senior Director, Marketing

About Northstar New Jersey Lottery Group

Northstar New Jersey Lottery Group, LLC (NSNJ) is the lottery growth management services provider selected by the New Jersey Lottery to supply game design, sales, marketing, and various other services under a 15-year contract extending through June 2029. International Game Technology (IGT) and Scientific Games (SGMS), the world's leading gaming companies, are members of NSNJ and provide services that help NSNJ support the New Jersey Lottery's operations. Most recently, NSNJ helped the New Jersey Lottery set a new annual sales record of \$3.29 billion and attain the highest level of independent certification for its Responsible Gaming program.

Overall Objective and Purpose

The Sr Director of Marketing is the "orchestra conductor" of the marketing team ensuring that all marketing disciplines are aligned around specific objectives and messages. The Interactive, Insights, Advertising, Retail Experience and Promotions teams will report to the Director as well as the external creative and media advertising agencies. The Director will ensure that over 4,000 projects and 15 integrated campaigns annually meet sales and brand health objectives.

Principal Duties and Responsibilities

- In coordination with product managers, develops product proposition strategy and campaign briefings for use by agency partners and across internal marketing disciplines
- Ensures integration across marketing disciplines by acting as central strategist and message coordinator for retail, digital and PR teams
- Develops and maintains process for cross-disciplinary sharing and message consistency
- Guides external media and creative agencies; Ensures advertising agency is delivering quality work related to creative, estimates, timelines, reporting and other necessary tasks
- Ensures media agency is delivering on expectations in a timely fashion including estimates, plans, buys, reporting, invoicing and other aspects of agreed to performance requirements
- Oversee the annual business planning process and develop final plan to be shared with key internal / external stakeholders
- Develop and propose marketing spending allocation by channel to align with the overall strategies and goals set for the department through the annual business
- In coordination with Finance, tracks spending by Marketing, Sales and Corporate Social Responsibility
- Understands consumer segments by attending focus groups, being immersed in research findings and being actively engaged in field activities
- Maintains, tracks, files, and publishes all campaign elements, ensuring compliance with state regulation and retention policies;
- Develops case studies as way of chronicling best practices after each marketing initiative
- Conducts Advanced Notification meetings to ensure lottery partners understand ongoing activities
- Performs other required tasks as assigned.

Education

Bachelor's degree concentration in marketing or related field

- **Experience**

- 10-15 years' experience with at least 6-8 years of management experience and 6 years in creative or strategic marketing overseeing aspects of Product Management

- Business-to-Consumer marketing experience within a fast-paced retail environment is required
- Lottery experience preferred

Essential special training requirements

- Ability to work collaboratively with colleagues and staff to create a result driven, team oriented environment.
- Experience managing multi-channel marketing programs with budgets exceeding \$1 million
- Excellent communication skills, both oral and written
- Task oriented and ability to track multiple elements in multiple stages of development
- Ability to function independently which includes prioritizing and organizing work
- Strong sense of urgency and commitment to setting and individually meeting deadlines
- Ability to analyze problems and make appropriate decisions.
- Advanced computer skills, including Word, Excel, Power Point, and the Internet

Position Location – 1333 Brunswick Avenue, Trenton, New Jersey 08648

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