



Digital Customer Acquisition Manager

Richmond, VA

[Official Home of the Virginia Lottery](#)

At the Virginia Lottery, we work hard and play even harder. For 29 years, we've been working and playing together, building an amazing organization committed to growing and giving back – and having fun while doing it. We work hard to build authentic relationships with all Virginians by allowing them to experience our “We're Game” brand in surprising, relevant, and unique ways. Operating entirely on revenue from game sales, rather than tax dollars, the Virginia Lottery generates approximately \$1.5 million per day for Virginia's K-12 public schools. In short, we're game for fun, and we're game for education by contributing to Virginia's future one play at a time. Are you?

The Virginia Lottery is currently seeking a Digital Customer Acquisition Manager to join our Digital Department.

Key Responsibilities Include:

The Digital Customer Acquisition Manager is responsible for leading the development of digital customer acquisition vision, strategy and plans. This individual Must understand our customers and their needs completely and thoroughly, and lead the development of our digital games portfolio and digital advertising strategies. Collaborating with the Digital team in a highly agile environment, this position will provide significant input into decisions that shape digital games development, portfolio management, advertising, and promotional efforts.

Responsibilities include:

- Collaborating across the organization, including Information Technology Services (ITS), Advertising and Gaming, Sales, Communications, and other departments to develop strategies and plans to grow sales, profits and increase the number of adults who play the Lottery
- Leading and developing the strategies for digital games, portfolio management, advertising and promotions while working closely with the Digital team on customer experience, CRM and Loyalty strategies
- Working closely with vendor partners on all digital platforms including eSubscriptions, mobile, and future solutions to develop game offerings, manage the digital game portfolio and grow the business
- Establishing and maintaining strong vendor relationships through strong leadership and management skills
- The ability to create and thrive in an agile environment
- Managing a team responsible for the development and execution of our digital customer acquisition efforts

In addition, the Digital Customer Acquisition Manager will:

- Lead the development of digital game launch plans and strategies, portfolio management and supporting advertising for new and existing platforms
- Provide significant input into decisions that shape acquisition and growth strategies including digital game launch strategies and cadence, digital advertising including paid social, paid search, display and banner ads, and promotional activity
- Develop, lead, and own the digital games product roadmap for mobile and website
- Develop digital affiliate marketing program
- Create, manage, and execute cross-platform customer acquisition strategies and plans. Direct acquisition process and methodology strategies in conjunction with internal and external product and marketing teams
- Develop fiscal year plans to meet revenue expectations. Create and manage digital advertising budget. Develop and distribute digital game sales and profit reports

Minimum Qualifications:

- Bachelor’s Degree from an accredited 4-year college with major studies in Marketing, Communication, Business, or related field
- Course work and/or experience in digital customer acquisition, strategy, design, implementation, and analytics
- 3 years of experience in digital advertising, customer acquisition strategies, and vendor management
- Proven ability to lead, manage and coach teams
- Exceptional communication skills with the ability to present findings, strategies, plans and recommendations to leadership
- Ability to manage multiple projects simultaneously
- A comparable amount of training and experience may be substituted for the minimum qualifications

Preferred qualifications include:

- MBA/Masters Degree in Marketing or related field
- Lottery game development experience
- Experience in e-commerce with a focus on customer acquisition

Only online applications will be accepted for this position. Please visit www.valottery.com/jobs for further details and to apply. The Virginia Lottery is an Equal Opportunity Employer.