



Digital Customer Experience 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 Experience Manager to join our Digital Department.

Key Responsibilities Include:

The Digital Customer Experience Manager is responsible for leading the development of digital customer experience strategies and plans for new and existing technologies including website(s) and mobile applications, while establishing a vision for optimum user experience. This individual must understand our customers and their needs completely and thoroughly, and lead the development of customer personas and journey maps. Collaborating with the Digital team in a highly agile environment, this position will provide significant input into decisions that shape user experience, optimization plans and digital design, while delivering on the Lottery's Omnichannel content and experience strategy.

Responsibilities include:

- Collaborating across the organization, including Information Technology Services (ITS), Advertising and Gaming, Sales, Communications, and other departments to develop strategies, digital design, and implementation plans to support digital efforts throughout the organization
- Leading the development of strategies for personalization, SEO, and content while working closely with the Digital team on game development, advertising, promotions, CRM, and Loyalty strategies
- Being a visionary who can combine strategic thinking with the ability to develop, test, execute, measure, learn and iterate on digital experiences
- 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 the digital customer experience.

In addition, the Digital Customer Experience Manager will:

- Develop KPIs, analytics, reporting and dashboards for digital department initiatives
- Collaborate across the department to define, setup, and evaluate digital advertising efforts, A/B testing, promotional activity, and outbound communication effectiveness
- Assess and optimize the mobile and web customer journey to ensure best-in-class user experience across channels and devices
- Establish and lead website and mobile optimization including A/B testing, content personalization and product recommendations
- Analyze and prioritize customer segments, journey and opportunity areas based on quantitative and qualitative data

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 experience, strategy, design, implementation, and analytics
- 5 years of experience managing website, mobile and social media content, and customer experience
- 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 experience
- Agile and CMS training and/or certification
- Sitecore experience/knowledge

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.