

## **Advertising Manager - Raleigh [65011722]**

Your account manager experience in a full service ad agency makes you uniquely qualified to manage the multi-channel advertising program for this \$3.9 billion mission-driven organization. You are energetic and passionate, which is important in this fast-paced, production-driven environment. Not only do you have outstanding organizational and project management skills, but you also have a knack for spotting creative concepts that don't work, being able to articulate why, and offering suggestions to get creative back on track. Your experience and enthusiasm goes a long way toward facilitating cooperation, because you understand that time is money. This role supervises a support position.

You will enjoy exposure to all media channels, with many TV productions. Our product is a fun, household name where all the proceeds go toward supporting education in North Carolina. The North Carolina Education Lottery is a rising star in a stable, growing industry. Join this fun and hard driving team and learn from the best.

### **Responsibilities:**

- Help develop creative and strategic direction for advertising campaigns for instant and draw games, brand and beneficiary messaging and promotional efforts, communicating direction verbally and through detailed briefs.
- Direct advertising activities internally and externally. Monitor projects and deadlines.
- Assist ad agency creative development and production efforts for TV, radio, print and digital/social ads. Work collaboratively during TV pre-production meetings and shoots, casting, call backs and edits.
- Manage multiple draw station agreements, including production of daily show and its broadcast.
- Review media buys and media strategy recommendations, including budgets by media channel, initiative and product.
- Assist with monitoring online and social discussions.
- Manage advertising coordinator.

### **Requirements:**

- Five + years marketing or advertising experience.
- Knowledge of creative development processes for ad campaigns.
- General knowledge of pre-production and post-production protocol for broadcast.
- General knowledge of media planning and purchasing procedures.
- Strong verbal communication skills for creative direction.
- Creative writing skills.
- Ability to proof creative deliverables, including visual art and audio.
- Overnight travel required.

**NOTE:** This position is eligible for part time telework

**Hiring Rate:** \$86,935 (this exempt position will be filled at or near the posted salary)

**Closing Date:** **September 25, 2022**

**About the North Carolina Education Lottery**

We raise money for a great cause! All of the earnings of the North Carolina Education Lottery go to education. We award on average \$4.5 million a day in prizes. To learn more, visit our website [www.nclottery.com](http://www.nclottery.com).

At the North Carolina Education Lottery, we deal with winners everyday: our employees! We offer competitive pay and benefits, flexible schedules, professional development opportunities, casual attire, open communication and a fun work environment.

All employees of the Lottery are expected to support the organization values (honesty, respect, integrity and trust) and its commitment to corporate social responsibility (including responsible gaming, environmental awareness, community involvement, etc).

**Apply in minutes! Get started by uploading your resume. Click [here](#) for our Careers Page.**

**Equal Opportunity Employer**