

Managing Director, Sales and Marketing

Maryland Lottery & Gaming (ML&G) seeks a Managing Director, Sales and Marketing to lead the Sales, Marketing and Product Development teams, which consist of more than 70 employees who were instrumental in generating more than \$2.6 billion in sales in Fiscal Year 2021. This position serves on the Executive staff and reports to the Director of Maryland Lottery & Gaming.

Job Summary:

The main purpose of this position is to plan, direct and manage all sales initiatives; marketing support; game development; creative services and advertising; promotional activity; and retailer recruitment strategies.

Executive Responsibilities:

- Plans, directs and administers all aspects of the Lottery's Sales and Marketing Programs.
- Establishes overall policies and procedures for the Lottery's Sales and Marketing Programs, oversees their implementation, evaluates their effectiveness and approves major revisions.
- Establishes and monitors overall Lottery Sales and Marketing goals, standards and controls to meet objectives and oversee their achievement.
- Manages a large and diverse staff divided into three operating divisions (Sales, Creative Services and Product Development).
- Reviews and contributes to the development of agency policies, sales procedures, product development plans and retail distribution strategies.
- Monitors and approves financial resources for the Sales, Creative Services and Product Development divisions.
- Monitors the preparation of annual budgets for areas of responsibility.
- Plans, coordinates, supervises and evaluates the work of subordinate managers, handling employee concerns and problems, assigning work, counseling, and recommending disciplinary and other personnel actions.
- Develops, implements and manages short and long-range plans for the Lottery's Sales and Marketing operations and resources.
- Directs the evaluation of emerging technologies (e.g. in-lane solutions) as a vehicle to pursue alternative business channels and acquire new retailer locations.
- Performs other related duties as required.

Experience:

Ten or more years of retail-based relevant work experience in sales, marketing and/or merchandising. Prefer five to ten years of selling, merchandising and/or marketing Lottery products from concept to market.

Self-sufficient with standard PC software programs. Excellent organizational and communication skills required.

Education:

Bachelors or Masters degree from an accredited college or university in business, marketing, or a related field. MBA preferred.

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