

PRODUCT SPECIALIST – LOTTERY - Repost

Full Time Employment Opportunity

Reporting to the Manager, Gaming Products & Programs, the Product Specialist provides support for the Western Canada Lottery Corporation (WCLC) and Manitoba Liquor & Lotteries (MBLL) product lineup, including Scratch 'N Win, bingo paper, breakopen tickets, and draw-based Lotto games.

Duties:

- Orders, tracks, receives, Scratch, Bingo and Breakopen products using WCLC and MBLL purchasing and inventory management systems.
- Monitors applicable budgets for Bingo and Breakopen products, ensures compliance with contract terms, pricing and receiving documentation.
- Monitor inventory, coordinate shipments and audit product inventories at Central Services and vendor locations.
- Coordinate MBLL Scratch 'n Win ticket releases as per WCLC Product Release Schedule. Continually monitor sell through rates of each Scratch 'n Win product to determine length of distribution in retail market and determine replacement strategy.
- Coordinate point of sale and informational materials with release of Scratch 'n Win products and Draw Based games.
- Review game specifications, product formats, and pay tables for Scratch, Breakopen tickets and Bingo Paper, and ensure compliance with Liquor and Gaming & Cannabis Authority of Manitoba (LGCA) game standards, where applicable.
- Maintains paper and electronic product files and ensures all game specifications, artwork and LGCA paperwork and approvals are current.
- Work with support departments and MBLL/LGCA Technical Integrity on product testing schedules for bingo paper and breakopen products. Coordinate testing of incoming product with Technical Integrity. Ensure paperwork and test results are provided to LGCA for approval. Process and retain approvals, and notification of product releases to the Warehouse.
- Work with vendors for fulfillment of bingo and breakopen orders, address shipping issues and product defects, and recommend solutions. Coordinate transfers of gaming products from manufacturer to vendor warehouse, and to/from Manitoba Liquor & Lotteries (MBLL).
- Conduct audits of defective bingo paper and breakopen products, report and reconcile with licensees, and charge back to vendor.
- Coordinate product destruction in conjunction with WCLC, Central Services warehouse, vendors, Internal Audit and Security.
- Assist in the development of new product and revitalization proposals.
- Conduct lottery related research using a variety of mediums and business contacts.
- Participate in RFP process for Bingo Paper and Breakopen products.
- Contact and build relationships with other jurisdictions regarding product and sales trends.
- Provide support to management by producing ad-hoc reports and product analysis.
- Assist with business planning and provide product trend analyses.
- Based on analysis, devise methods to generate business and revitalize bingo and breakopen products.
- Act as liaison with LGCA for Lawson database maintenance and permissions, performs Lawson testing for upgrades and changes to Bingo/Breakopen purchase and receiving, product setup and pricing modules. .
- Receive shipments at vendor facilities, conduct pre-bills and product transfers between facilities, and interface with the Accounting department.
- Coordinate monthly mail out to lottery retailers, and maintain database of vertical display point of sale artwork.
- Coordinate, maintain database and distribution of Scratch 'n Win sample tickets to Retail network. Produces and distributes Scratch 'n Win Plan-o-Grams to illustrate the desired look and feel of the counter top ticket displayers.
- Order promotional items, supplies, merchandising items, and materials for Retailers, Licensed and First Nations clients.
- Manages the Winner Awareness programs that include promotion of major wins at Retail, coordination of WCLC winner information for promotion in the Manitoba network, installation of mobile winner signs, and coordination of in-store Winner Receptions and special events at Retail.
- Coordination of content for all lottery publications, review of WCLC and MBLL retailer communications, writes content and coordinates approvals via Corporate Communications.
- Promotional support and prize fulfillment for MBLL and WCLC promotions.
- Performs other duties as assigned.

Primary Qualifications:

- A degree, diploma or certificate in Marketing or a related discipline, or an equivalent combination of education and experience.
- A minimum of three years' experience in a sales or marketing environment.
- A minimum of one year experience in financial analysis, and proficiency with spreadsheet programs .
- Knowledge of Lottery games and database maintenance.
- Advanced skills in Microsoft Office (Word, Excel and Outlook) and graphics programs.

Secondary Qualifications:

- A diploma/degree in business administration.
- An Inventory of Financial Management background is an asset.
- Have and maintain a valid class 5 Manitoba drivers license and access to a reliable vehicle is considered an asset.
- Knowledge of, or familiarity with LGCA processes and WCLC products and services, is considered an asset.

**** Manitoba Liquor and Lotteries is committed to Diversity, Equity and Inclusion. We strive to hire a workforce that reflects the community we serve. Employment equity will be considered therefore applicants who identify as women, Indigenous people, members of racialized groups, and persons with a disability are encouraged to apply.*

If you require an accommodation at any time during the recruitment process, please let us know how we can meet your needs.

Salary: \$26.09-\$32.12
Bargaining Unit: CUPE
Location: Central Services

Individuals should apply by completing our online application form at www.mbl.ca/jobs or by submitting a resume and application to careers@mbl.ca

All applications are due by May 31, 2023.

We thank all interested applicants, however, only those selected for interviews will be contacted.

Posted: May 24, 2023