



Job Title: Marketing Communications Manager
Reports To: Director of Marketing
Position Status: Exempt

Overview

The Marketing Communications Manager is primarily responsible for creation and execution of consumer communications in support of the marketing plan. Primary responsibility is the managing and/or coordinating of internal and external resources in the creation and production the Lottery's advertising, website, point-of-purchase, product support materials, and event support materials.

Job Responsibilities

- Manages resources to create, write, design, and produce/execute collateral and campaign marketing materials such as advertising, videos, field campaign communications, POP, presentations, website, and email, and sales training materials;
- Manages day to day needs and direction of multiple agencies and ensures timely and efficient delivery of quality work;
- Manages the on-going content scheduling and implementation for the consumer website and supports communication needs as necessary for the retailer corner and media center;
- Participates on team to interpret consumer and web trends data to develop and implement web strategies designed to align with company goals and marketing strategies;
- Works with Sponsorship Manager, Product Managers and Retail Marketing Specialist to create and execute product, event, campaign and promotional materials;
- Works intra and interdepartmentally in the planning and implementation of consumer strategies and tactics that align with business objectives.
- Ensures efficient and accurate inventory tracking and management for goods associated marketing campaigns and materials;
- Coordinates activities associated to internal and external tracking to an accurate and on-budget marketing plan.
- Supports and develops department productivity and alignment with Hoosier Lottery's core values;
- Monitors and tracks budget expenses to ensure on or under budget plan delivery;
- Manages internal graphics services to meet all Hoosier Lottery internal graphics needs in an efficient and well planned manner;
- Performs other required tasks as assigned.

Job Requirements

- Bachelor's degree in marketing, business, communications, or a related field from a four-year college or university; or equivalent combination of education and experience;
- Minimum of five (5) years marketing and communication experience including significant experience managing staff, agencies and other vendors to high performance;
- Minimum of five (5) years of digital experience
- Excellent written and verbal communications;
- Ability to work effectively under tight deadlines and manage projects independently;
- Self-starter who takes on challenging responsibilities and is personally accountable for results and performance;
- Strong work ethic, excellent time management and organizational skills, and a very precise and detail-oriented mindset in all areas of marketing execution;
- Proficiency in Word, Excel and PowerPoint.