



DIGITAL MARKETING MANAGER POSITION #44664

The New Hampshire Lottery Commission has an immediate opening for a full-time Digital Marketing Manager (Program Specialist IV). This position will drive strategy, tactics, execution, and analysis of the end-to-end customer experience across multiple channels and touchpoints overseeing the Customer Relationship Marketing (CRM) rewards program, leading the Lottery's marketing stream for iLottery and supporting digital Sportsbetting.

Minimum qualifications for this position is a Master's degree with major study in business management or marketing. Four years' of professional experience in marketing or a similar role, with responsibilities in program research, planning, monitoring, and evaluation or Bachelor's degree with a major in business management or marketing. Five years' of professional experience in marketing in a similar role, with responsibilities in program research, planning, monitoring, and evaluation. Education and experience may be interchanged as appropriate.

License/Certification: Valid Driver's license and access to reliable transportation to travel to meetings and events.

PREFERRED QUALIFICATIONS: Two years of supervisory or management experience is preferred. Google Analytics and Salesforce certification is preferred. Prefer candidates with experience in executing digital marketing tactics and campaigns and measuring for success, CRM (Salesforce), HTML, email and business automation, Google Analytics, and e-commerce is preferred.

PREFERRED WORK TRAITS: Knowledge of Microsoft Office. Presentation skills and ability. Knowledge of current market trends and emerging technologies. Ability to manage a budget and provide constant ROI. Excellent writing and editing skills. Ability and skill to manage projects, people and programs. Ability to utilize excellent written and verbal communication skills. Ability to maintain organization and to be team oriented.

The salary range for this position is \$52,162.50 – \$73,612.50. It is labor grade 25. The successfully hired candidate must satisfactorily pass criminal background and driver's record checks. For further information on the responsibilities for this position, contact Sharda Rao, HR Administrator at (603) 271-7132 or email at: Sharda.B.Rao@lottery.nh.gov or Nicole Pinto, HR Technician at (603) 271-7124 or email at: Nicole.A.Pinto@lottery.nh.gov

You can apply on-line by clicking on the following link: <https://www.nh.gov/glance/working.htm>. **This position closes March 31, 2023. EOE**