



CONNECTICUT LOTTERY CORPORATION
JOB OPPORTUNITY

DIRECTOR OF SOCIAL MEDIA
(Unclassified)

PLEASE FOLLOW THE SPECIFIC APPLICATION FILING INSTRUCTIONS AT THE BOTTOM OF THIS PAGE!

Open To: The Public
Location: 777 Brook Street, Rocky Hill, CT 06067
Closing Date: **July 20, 2012** or until position is filled

The Connecticut Lottery Corporation is recruiting for a full-time, unclassified, Director of Social Media.

Description: This position Reports directly to the V.P. of Marketing & Sales, this position leads interactive marketing communications; accountable for the strategic planning, development, and execution of web, social media, loyalty programs and mobile applications. This position is responsible for plan implementation. Sources potential social media partners and collaborates with vendors, partners, media and agencies. This position leverages business knowledge, partnerships and analytical skills to translate significant available data and complex results into clear insight, actions, and programs. This position coordinates with both internal staff and external vendors as required to sustain \$1.0 billion in annual gross revenues from Lottery game products. The position includes responsibility for diverse functions associated with audience recruitment, retention and monetizing the Lottery's digital efforts.

Experience: Qualified candidates must possess a Bachelors degree; preferably in Marketing, Public Relations or related field. Minimum of four (4) years of relevant experience in public relations, marketing and/or corporate communications. At least two (2) years experience in social marketing. College training may be substituted for experience. Strong project management and organizational skills. Proven attention-to-detail. Ability to work across functional groups. Proven ability to use standard web/graphics and content management, web browsers, social media programs, web analytics tools, as well as Microsoft Office. Strong desire and ability to learn new software is essential. Familiarity with standard and social media marketing concepts, practices and procedures required. Excellent written and oral communication skills. Strong interpersonal skills.

Application Instructions: **Interested candidates must submit a CLC application, available at www.ctlottery.org along with a cover letter, resume, and salary requirements to: Connecticut Lottery Corporation, Human Resources, 777 Brook Street, Rocky Hill, CT 06067; or faxed to (860) 713-2670; or emailed to: HR@ctlottery.org.** Applications should be submitted by **July 20, 2012**, but will be considered until the position is filled.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

The State of Connecticut and the Connecticut Lottery a quasi-public corporation are an equal opportunity/affirmative action employer and strongly encourages the applications of women, minorities, and persons with disabilities.