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Modified Effective: June 2, 2024
Modified Effective: December 28, 2025

STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION

LOTTERY SERVICES SPECIALIST CLASSIFICATION SERIES

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority under ER 2.04, Wis. Admin. Code, for making classification decisions relative to present and future professional positions located within the Department of Revenue, Lottery Division which perform Lottery service activities related to players and/or retailers. This classification specification will not specifically identify every eventuality or combination of duties and responsibilities of positions that currently exist, or those that result from changing program emphasis in the future. Rather, it is designed to serve as a framework for classification decision-making in this occupational area.

Classification decisions must be based on the "best fit" of the duties within the existing classification structure. The "best fit" is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

This classification series encompasses professional Lottery program service positions located within the Lottery Division of the Department of Revenue. Positions allocated to this classification series are responsible for developing, implementing and evaluating sales and marketing strategies and programs on a regional or statewide basis; giving presentations and conducting training; developing problem resolution; information dissemination; determining and resolving issues related to retailers and players; performing nightly lottery drawings in accordance with Lottery policy, including accounting and auditing procedures and Multi-State Lottery rules and security requirements.

C. Exclusions

Excluded from this classification series are the following types of positions:

1. Positions which, for a majority of the time, perform duties which are more appropriately classified as Consumer Protection Investigator.

2. Positions which meet the statutory definitions of supervisor and/or management in Wis. Stats. 111.81(13) and (19) as interpreted and administered by the Wisconsin Employment Relations Commission.

3. Positions which are more appropriately identified by other classification specifications.

D. Entrance Into and Progression Through This Classification Series

Employees enter positions within this classification series by competition. Movement to the Senior level will occur by reclassification, based on the achievement of the required training, education, or experience, and the satisfactory performance of the work. Movement to the Advanced level will occur by reclassification for representative Field Marketing Representative and Key Accounts positions only. Positions with leadworker duties will be filled by competition.

II. DEFINITIONS

LOTTERY SERVICES SPECIALIST

This is entry-level professional work related to the performance of Lottery player, retailer, drawing and security program duties within the Lottery Division of the Department of Revenue. Positions at this level perform work similar to that described at the Senior level under close, progressing to limited supervision.

LOTTERY SERVICES SPECIALIST -SENIOR

This is objective level for professional Lottery Services Specialist - Senior positions that perform program service work under general supervision. Positions in this classification function in one of the following allocations: (1) **Field Marketing Representative (FMR)** - Develop, implement and evaluate sales and marketing programs for Lottery retailers; perform analysis, develop strategies and resolve field service problems and issues, particularly in the areas of sales and marketing; visit retailer locations to establish a retailer business plan and achieve sales goals; and recruit and train new retailers; (2) **Key Accounts (Corporate Accounts Representative)** - Develop and implement the statewide sales strategy for major national/regional corporate groups (Key Accounts) and provide tailored presentations, training sessions and sales goals to major corporate accounts; (3) **Player Relations**, - Perform prize validation for players, claimants and retailers; process problem claims; serve as resource person for the Milwaukee Redemption Center or Super 2nd Chance Drawing Payment; and perform Lottery purchasing; (4) **Retailer Contracting** - Serve over 4,000 Lottery retailers providing information, guidance, problem resolution and services regarding contracts and equipment; and approve and issue applications for contracts, including meeting statutory and administrative rules, ownership, payment history, tax checks, background checks and fees; (5) **Lottery Game and Drawings** - Assist the supervisor with the development, maintenance, and execution of accounting and auditing procedures for lotto drawings; ensure all nightly lottery drawings are completed in accordance with lotto game drawing, accounting and auditing procedures; reconcile gaming vendor accounting system to the Lottery Internal Control System (ICS); ensure drawings are completed according to Lottery policy, including Multi-State Lottery (MUSL) rules and security requirements; and audit unreadable lotto tickets.

LOTTERY SERVICES SPECIALIST – ADVANCED

This is the advanced level for professional Lottery Services Specialist positions that are considered the experts in their field and function very independently. This level has only the three following allocations: (1) Field Marketing Representative, (2) Key Accounts, and (3) Player Relations Unit Leadworker. Positions perform the full range of Lottery Services Specialist program duties described at the Lottery Services Specialist - Senior level and in addition, perform a majority of the following additional responsibilities: (1) **Field Marketing Representative** - Manage small chain(s) or group of retailers having one owner; assist with new employee recruitment and hiring; mentor new FMRs; assist in training new FMRs; fill in for FMR vacancies, serve on Division/DOR committees; provide secondary retailer training; train retailers on Gemini vending machine operations, present to staff at FMR meetings/sell in; provide new employee training/orientation (ride along); test new software and/or equipment; develop and create new efficiencies for retail and the field; attend and assist with trade shows and other lottery events; and assist with special events in retail locations; (2) **Key Accounts -** Work with counterparts in other state lotteries, with a regional or nationwide focus; work on national initiatives, for example standardized billing for corporations that operate in multiple states; manage accounts that cross state borders; and ensure the Lottery newsletter and website represent corporate interests; (3) **Player Relations Unit Leadworker** - Functions as leadworker over two or more Full Time Equivalent (FTE) Lottery Services Specialist staff.

Leadworker: An employee whose permanently assigned duties include training, assisting, guiding, instructing, assigning and reviewing the work of two or more permanent FTE classified employees in the employee's work unit as assigned and documented on the work unit's organization chart. Leadworkers do not have supervisory authority as defined under s. 111.81(19), Wis. Stats.

III. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

IV. ADMINISTRATIVE INFORMATION

This classification series was created was created effective March 3, 2019 and announced in Bulletin DPM-0490-CC/SC as a result of the Lottery personnel management survey, which resulted in the creation of this progression series and the abolishment of the Lottery Customer Service Specialist classification series and the Lottery Game and Drawings Specialist classification.

This classification series was modified effective June 2, 2024, and announced in Bulletin DPM-0622-CC/SC to add a special requirement to the qualifications section requiring law enforcement certification for positions in the Lottery Division Office of Enforcement and Compliance.

This classification was modified effective December 28, 2025 and announced in Bulletin DPM-0657-CC/SC to remove the "Security Investigator" allocations at the senior and advanced levels. At the original creation of this series these positions did not require law enforcement certification; that was modified in the previous updated to this classification series. These positions have been reallocated to the Revenue Special Investigator classification series (which was retitled from Excise Tax Agent at the same time).

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