

# We Are Hiring!



## Product Manager

Full Time | Exempt

Department: Product Development

Reports to: Director of Product Development

### Qualifications

A Bachelor's degree in Business Administration, Marketing, or a related field, with 3-5 years of relevant work experience, is required.

Knowledge of instant products, lottery gaming systems, product research methodologies and execution, and new product development strategies, project management techniques and basic statistical techniques, is strongly preferred.

A successful candidate would:

- Be an innovative thinker who enjoys developing new products, while increasing the profitability of existing products for your business.
- Be someone who looks ahead and can see potential milestones or risks.
- Possess business savvy, a big-picture vision and the drive to make that vision a reality.
- Enjoy researching and talking to players to understand their problems, and driving innovative solutions for the broader player base.
- Be detail-oriented and strong analytical skills.
- Be a self-motivator.

### Abilities

The Product Manager must have the ability to; (1) identify problems, analyze facts, and research sound conclusions; (2) present clear, concise, and comprehensive written and oral reports as required; (3) recognize and prioritize issues that may arise and adjust workflow accordingly; (4) establish and maintain effective working relationships; (5) create or conceptualize new instant ticket and on-line ticket designs, which are both appropriate and suitable for the organization's needs; and (6) exercise sound judgment and discretion.

### Overview

The Product Manager is responsible for the daily operations of creating and managing the development and production of instant lottery tickets and on-line lottery games for the South Carolina Education Lottery (SCEL). This position will provide recommendations to the director on new and innovative lottery products and strategies, based on thorough research and analysis. This position is at-will and is not covered by the State Employee Grievance Procedures Act.

### Responsibilities

Develops product plans for instant (scratch-off) game portfolio, to optimize game performance.

Serves as the subject matter expert on instant games in the lottery industry by staying abreast of new games, trends and product-specific marketing strategies.

Manages the product lifecycle of our portfolio of instant games, to include the monitoring of deadlines associated with the introduction of products into the retail outlet.

Monitors the key performance indicators, prepares analyses of game sales and recommends adjustments to portfolio strategies.

Researches, designs and implements new game concepts.

Creates, reviews and improves the game development process, by evaluating and recommending game prize structures, to include, but is not limited to overall odds, prize percentage payouts, optimum target odds, ticket designs and game parameters.

Provides supervision to the Product Specialist staff.

Performs other duties as assigned.