



Working title: Scratch Ticket Specialist

Class title: Marketing Specialist IV

Posting No.: 0207-26

Opening Date: 02/18/2026

Closing Date: 03/04/2026

Location: Bush Building, 1801 Congress Ave., Austin, TX 78701

Class Code: 1825

FLSA: Non-Exempt

Salary Group/Salary: B22, \$57,614.04 - \$93,138.00/yr.

Division: Lottery Operations

Number of positions: 1

General Description

Performs advanced (senior-level) marketing work involving Lottery scratch ticket marketing programs. Work involves coordinating and disseminating a variety of scratch ticket marketing information and data. May train and assign the work of others. Works under limited supervision with considerable latitude for the use of initiative and independent judgment. This position reports to the Products Manager.

This is a hybrid position, 3 days in office and 2 days working from home.

Essential Job Functions

- Assists the Scratch Ticket Production Coordinator with the planning, development, and production process of new scratch tickets; tracks the approval process of Working Papers for new scratch tickets from initial to final stages; maintains physical and electronic files including all pertinent documentation for each scratch ticket produced; and maintains void ticket inventory.
- Accurately updates scratch ticket game information on various digital platforms including (but not limited to) the Texas Lottery (TL) website, the TL document repository and internal proprietary software on a regular and timely basis.
- Monitors zero top prize scratch ticket game information daily and performs the necessary tasks to close a scratch ticket game including notifying appropriate staff and vendors; updates the scratch ticket Games Closing list on a weekly basis and distributes to the appropriate staff and vendors.
- Writes, updates, and edits articles and information for scratch ticket game communication pieces and retailer and player publications and proofs this information for accuracy; provides scratch ticket information to TL staff for use in agency programs and initiatives, such as the internal newsletter and sales force and retailer publications.
- Prepares purchase requisitions for each scratch ticket game and prepares additional department purchase requests as needed; reviews scratch ticket production / merchandise fulfillment invoices for accuracy, reconciles invoices utilizing proprietary software, and routes invoices for approval.
- Acquires a complete understanding of each scratch ticket game, inventory levels and other pertinent scratch ticket game information and responds to common information requests from the public, retailers, TL staff, lottery operator staff, vendors, and others; responds to correspondence and Open Records Requests.
- Writes TL procedures which relate to any aspect of the scratch ticket product category, i.e., Working Papers process, scratch ticket website updates, scratch ticket publications, etc.; updates existing procedures as needed.
- Drafts formal scratch ticket game procedures for each new scratch ticket game to be filed with the *Texas Register* and to be posted to the TL website; works closely with TL legal department to ensure the procedure's accuracy with the scratch ticket game's Working Papers and any other related scratch ticket game documents.
- Develops and distributes all terminal messages related to new scratch tickets and updates on pertinent scratch ticket information.
- Develops and distributes terminal messages related to Retailer Cash Incentive Programs (RCIP) and prepares and RCIP-related physical correspondence mailed to retailers.
- Reviews and may approve scratch ticket color proofs, press sheets, and various digital artwork provided by the contracted scratch ticket manufacturers (i.e., front and back of ticket, pack inserts, thumbnails, etc.) and ensures their accuracy against the executed Working Papers for that game.
- Ensures the necessary items of the Game Release Checklist are completed prior to giving the authorization to a contracted scratch ticket manufacturer to print a game or giving approval to release a game for sale.
- Monitors scratch ticket games' production and delivery statuses, ensuring timely delivery and notifies management of any divergence from scheduled production timelines or contractual agreements with the scratch ticket manufacturers.

- Ensures accuracy by reviewing and thoroughly proofing:
 - Scratch ticket games web pages,
 - Promotional second-chance drawing web pages,
 - Scratch ticket games related brochures,
 - Scratch ticket games launch schedule,
 - Agency terminal messages to retailers,
 - Vital emails and other communications to TL staff and external sources,
 - UPC lists,
 - TL publications,
 - Working Papers content, including the inserts for promotional second-chance drawings and licensing agreements for applicable scratch ticket games,
 - Promotional and second-chance drawings winners lists.
- Updates scratch ticket game production and licensing fee expenditure spreadsheet throughout the fiscal year.
- Maintains electronic files on certain top level prize claimants, including all pertinent documentation for each winner.
- Prepares and provides daily status reports to the Products Department Manager and Coordinators and to the Lottery Operations Director.
- May participate in:
 - Customer/User Acceptance Testing related to scratch ticket functions of the Texas Lottery App, Luck Zone®, or other department workflow systems to ensure intended results are achieved.
 - IFB or RFP processes.
- Recommends activities to produce more efficient workflows.
- Performs other related tasks as assigned by the Products Manager and/or Lottery Operations Director.

Required and Preferred Qualifications

- Graduation from an accredited four-year college or university with a Bachelor's degree in Marketing or a related field is required. (Related marketing experience, in excess of the required three years, may be substituted for college on a year-for-year basis).
- Three years marketing or marketing-related experience is required.
- Lottery marketing or Lottery industry experience is required.
- Experience with personal computers to include experience with Microsoft Word, Microsoft Excel, and Microsoft Outlook or other email applications is required.
- Must have a valid driver's license and be willing to travel up to 5% as required. (Use of personal vehicle for work-related travel may be required in compliance with State and Agency travel rules and procedures.)
- Willingness to work irregular hours, including evenings, weekends, and holidays as required.
- Experience managing and prioritizing multiple simultaneous tasks and functions is required.
- Experience in organizing and tracking projects and activities is required.
- Experience preparing and proofing articles, materials, and/or information is required.
- Experience maintaining files and/or record keeping systems is required.
- Experience with Adobe Acrobat Pro, Image Editing Tools, HTML editing programs, and using the Internet as a marketing tool is preferred.
- Experience writing and revising procedures is preferred.
- Experience preparing purchase requisitions and reconciling invoices is preferred.
- Experience working with vendors, suppliers, contractors, and/or retailers is preferred.

Knowledge, Skills, and Abilities

- Knowledge of modern marketing and promotional techniques.
- Ability to train others.
- Ability to thoroughly review and proof complex information with a high degree of accuracy and attention to detail.
- Ability to enter data correctly.
- Ability to develop and evaluate policies and procedures.
- Ability to manage multiple projects, organize competing priorities, follow instructions, and meet strict deadlines.
- Ability to communicate clearly and effectively, orally and in writing, including the preparation of clear and concise verbal and written reports.
- Ability to exercise good judgment in high-pressure situations.
- Ability to work successfully in a team environment.
- Ability to establish and maintain effective working relationships with commission management, commission employees, vendors, and the general public.

Physical and Mental Requirements

- Must be able to sit or stand for extended periods of time and operate standard office equipment and computer software.

Military Occupational Specialty Codes:

Veterans, Reservists, or Guardsmen with a MOS or additional duties or other related fields pertaining to the minimum experience requirements may meet the minimum qualifications for this position and are encouraged to apply.

Additional Military Crosswalk information can be accessed at:

https://hr.sao.texas.gov/Compensation/MilitaryCrosswalk/MOSC_InformationandCommunication.pdf

HOW TO APPLY

State of Texas applications may be submitted electronically through the Texas Workforce Commission's workintexas.com online system by the closing date stated on the job posting. Applications may also be downloaded through TDLR's website <https://www.tdlr.texas.gov/careers/> and emailed to jobs@tdlr.texas.gov. For applications submitted via email, please list the job posting title and job posting number in the subject line. Applications submitted via email must be received by 11:59 p.m. on the posting's closing date. When a job posting is listed as "Open Until Filled", it is best to apply as quickly as possible, as the posting may close or be placed on hold at any time with or without prior notification. Applications will NOT be accepted via mail, fax, or hand delivery. Incomplete applications will not be considered. A resume in lieu of application will be rejected. Additionally, an application with "see resume" within the summary of experience is considered incomplete and will be rejected. Applicants are solely responsible for timely delivery of applications by the deadline. All applicants must submit a thoroughly completed application, answering all applicable questions. Applications must contain complete job histories, which includes job title, dates of employment, name of employer, supervisor's name and phone number and a description of duties performed. If this information is not submitted, your application may be rejected because it is incomplete.

SELECTIVE SERVICE REGISTRATION

In accordance with legislation effective September 1, 1999, male candidates aged 18 to 25 are required to show proof of selective service registration (or exemption) prior to an offer of employment. Such proof is not required to be filed with an application but must be provided upon request by the Human Resources office.

E-VERIFY

This employer participates in E-Verify and will provide the Social Security Administration (SSA) and if necessary, the Department of Homeland Security (DHS), with information from each new employee's Form I-9 to confirm work authorization.

TDLR is not considering applications from individuals who require sponsorship for an employment visa, including those currently on student or post-graduate visas. All candidates must be approved to work in the United States by E-Verify and must present the needed documentation upon request.

TDLR IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

In compliance with the Americans with Disabilities Act (ADA), TDLR will provide reasonable accommodation. If you are scheduled for an interview and require reasonable accommodation in the interview process, please inform the hiring representative who calls you to schedule your interview. Whenever possible, please give the hiring representative sufficient time to consider and respond to your request.