

Northstar New Jersey Lottery Group, LLC (NSNJ) is the lottery growth management services provider selected by the New Jersey Lottery to supply game design, sales, marketing, and various other services under a 15-year agreement extending through June 2029. International Game Technology (IGT) and Scientific Games (SGMS), the world's leading gaming companies, are members of NSNJ and provide services that help NSNJ support the New Jersey Lottery's operations.

## Job Title:

Director of Statewide Sales

## Overall Purpose and Objective:

Reporting to the Vice President of Sales, the Director of Statewide Sales is responsible for leading a statewide sales team of approximately 80 employees in achieving specific sales targets through effective execution at retail as well as optimizing the retailer network. This individual is responsible for creating an environment that allows the team to achieve and exceed sales goals, fosters teamwork and productivity, and enhances the abilities and effectiveness at all levels of the statewide field sales organization. The Director of Statewide Sales is also directly responsible for the development of leaders within the field sales organization. This individual also interfaces with various departments of the New Jersey Lottery, IGT, and other areas of Northstar New Jersey Lottery.

## Responsibilities Include:

- General management and supervision of the statewide field sales team.
- Development and execution of strategies to:
  - Achieve sales results that are outlined in the annual business plan.
  - Recruit new retail and social space locations.
  - Grow sales in the social space retailer network.
  - Support retail promotional strategies in both traditional and social space retailers.
  - Continually improve the effectiveness of the field sales team through optimization of the sales call.
- Direct supervision and development of Regional Sales Managers.
- Clearly communicating sales execution strategies and priorities throughout the field sales organization.
- Collaboration with the Corporate Accounts Sales Team to ensure proper consistency of services and strategies across all New Jersey Lottery retailers.
- Perform routine visits to retail locations to confirm that retail standards are being met, to directly assess the effectiveness of the field sales team and its management, to look for opportunities for improvement, to gauge the pulse of the retail network, and to interact directly with New Jersey Lottery players.

## Requirements:

- Bachelor's Degree in business or related field or equivalent experience.
- 8 - 10 years of related sales management experience with demonstrable progression.
- Lottery industry preferred.
- Ability to speak clearly and persuasively in group and in one-to-one conversations.
- Possession of strong interpersonal and leadership skills.
- Ability to express oneself in writing that is clear and concise.
- Strong time management and organization skills.
- Excellent analytical, leadership, and motivational skills.
- Must possess a valid driver's license and good driving record.